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**Multimodal Analysis of Language Use and Visual
Modes in Online Travel Posters: A Case Study of Dubai City**

**A Dissertation Presented in Partial Fulfillments For the
Requirements of a Master's Degree in Linguistics**

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Dedication

This work is dedicated to my lovely parents who support and encourage me to end this work.

I would like to dedicate this work to my friends for validation and kindness.

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First, I would like to thank my dear teacher and supervisor Mrs Benyoucef Radia for her valuable guidance, support and endless feedback during the research work.

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Abstract

The power of language in advertising posters of the tourism industry plays a crucial role in shaping the branding and identity of Dubai destination. This study works on the Multimodal Discourse Analysis of language and visual modes use in online travel posters in Dubai's tourism sector, so the use of language dynamic and visual representations in online travel posters must be taken into consideration. This research aims to examine the language and visual modes use in these posters that persuades and attracts viewers to discover Dubai and explores the linguistic and visual modes that are used to influence the audience's attention and attractions. This research is conducted qualitatively with data of eight posters selected from different social media platforms related to Dubai's tourism sector. Then, the data is analyzed by applying the Multimodal discourse analysis. The results of the analysis reveal that online travel posters in Dubai city uses the persuasive and descriptive techniques of dynamic and powerful language, characterized by persuasive slogans with words choice such as "allure", "explore" and phrases like "discover the allure of Dubai" and visual appeal as using the vibrant imagery of Dubai's iconic landmarks that effectively succeed in attracting and convincing the viewer to explore Dubai destination. To conclude, the research underscores the significance of linguistic and visual elements in capturing the audience's interest and emphasizes the role of the language in online travel posters which serves as powerful and persuasive communication tools in marketing Dubai tourism.

Keywords. Language Use, Visual Analysis, Dubai Tourism, Multimodal Discourse Analysis, Online Posters.

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List of Acronyms

RTA: The Roads and Transport Authority

NFC: Near Field Communication

UNWTO: United Nations World Tourism Organization

EU: The European Union

General Introduction

In an increasingly digital world, online travel posters serve as a printed advertising tool to target potential audiences and to promote a destination. In tourism posters, the intersection of language and visual presentation plays a pivotal role shaping our perceptions and experiences, particularly in the realm of tourism promotion. The advent of online platforms such as posters has transformed the landscape of destination marketing, offering unprecedented opportunities for the dissemination of promotional materials to a global audience. Within this context, the city of Dubai stands as a beacon of innovation and cultural diversity, drawing millions of tourists each year with its iconic landmarks, luxurious amenities, and vibrant atmosphere.

According to the research study of Misal et al (2017) in the world of travel and tourism, every destination beckons with promise, the information available to tourists plays a significant role in shaping their vacation choices. The rapid evolution of technology has transformed how tourists access information for their trips. While the effectiveness of sources like online posters is debated, investments in billboards and posters persist. The research indicates that these forms of information remain crucial for understanding how people choose their destinations.

Based on the Linguists Jewitt et al (2016) Multimodality theory suggests that meaning is constructed by combining various semiotic resources such as language, imagery, gestures and sound to effectively convey communication. It explores how meaning is constructed from the combined interpretation of these modes, often influenced by cultural, social and contextual factors. Their research emphasizes how linguistic and visual modes interact in Multimodality. They argue that these modes are not separate but deeply intertwined, each influencing and enriching the other, the linguistic modes provide explicit information such as structure and word choice, while visual modes refer to image, gestures, layout and typography. This approach offers more comprehensive understanding of this interplay for analyzing and interpreting communication in various contexts.

The present research explores the multimodal discourse analysis of language and visual modes use in online travel posters within the digital era, particularly in the tourism industry of Dubai city. Through qualitative data analysis, the study aims to explore how persuasive language and captivating visuals in online travel posters influence tourists's perceptions and decision-making processes.

This research study is conducted to respond to the following research questions:

1. What is the vocabulary choice in online travel posters in Dubai city?
2. How can online travel posters persuade and influence tourist's thoughts and attractions?
3. How do linguistic and multimodal features interact in online travel posters to represent Dubai city as a tourist destination?

The following hypotheses are suggested for these research questions:

1. The vocabulary choice in online travel posters promoting Dubai city is hypothesized to primarily consist of words related to luxury, adventure, cultural experiences and modernity, reflecting the city's stature as a global tourism destination.
2. Visual appealing and linguistic choices in online travel posters may influence tourist's thoughts and attractions.
3. Online travel posters use linguistic and multimodal features to portray Dubai as a desirable tourist destination.

The primary objective of our research study is to analyze language use in online travel posters in Dubai city. The research aims to examine how language use in these posters can attract viewers around the world. The study also explores the main linguistic and visual modes that are used to convince and capture the viewer's attention to visit Dubai city. Discourse analysis highlights similarities and differences between linguistic and visual modes in these posters.

Online tourists posters are essential guidelines and tools for tourists to enjoy the travel experience with high qualities of services of a particular tourist destiny. For this reason, exploring the language in online travel posters in Dubai through a multimodal analysis can offer significant insights into how the city is portrayed and perceived by different audiences . By delving into how persuasive language and captivating visuals impact tourist's decisions and perceptions. It sheds light on cultural representations, marketing strategies and understanding the linguistic and visual elements that can inform tourism promotion efforts.

Based on the multimodal analysis of the language and visual modes use in online travel posters collected from a diverse range of social media platforms. They are considered as a powerful tool to promote Dubai destination and to target millions of tourists around the world. The linguistic modes in these posters feature the global appeal of using English to underscore

Dubai's positioning as an international tourist destination, communicate with international audiences and attract them from a diverse cultural background. The presence of persuasive technique in bold slogans and persuasive language employed in words choice such as "future", "explore", "attractions" and "Dubai" to evoke emotions and create a sense of adventures, here posters not only inform but also target audience to discover more about Dubai's attractions and experiences. While , visual impact characterized by the use of vibrant images enhances the visual appeal of posters, effectively capturing the attention of viewers and simulating their imagination. The images of these posters convey a sense of innovation, progress and aligning with Dubai's image as a modern and forward-thinking city. The visual aspect play a significant role in shaping perceptions and influencing decision-making processes, making them integral components of tourism marketing strategies. The analysis highlights the synergy between linguistic and visual elements in conveying messages and constructing meanings within the travel posters.

The research study consists of three chapters; the two first chapters deal with the theoretical part, whereas the third chapter concerns with the analysis of data collected and description of the findings and results. The first chapter deals with the theoretical background on the online posters in the tourism industry. It is divided into three sections. The first section introduced the history and development of tourism in Dubai city. The second section discusses the role of tourism in Dubai economic growth mentioning its most attractive landmarks. The last one deals with the Marketing era and the role of posters in the advertising tourism industry of Dubai city.

The second chapter is a literature review about Multimodality theory. The chapter is divided into two the first section focuses on introducing the foundation and origin of Multimodality theory in the linguistics field and its theoretical approaches. The second section is concerned with exploring the notion of modes and its types in shaping and making meaning in an effective manner.

The third chapter introduces the research methodology design and the implementation of Multimodal Discourse Analysis of online travel posters in Dubai city. The multimodal discourse analysis of online travel posters suggests that linguistic modes and captivating imagery effectively convey the allure of Dubai and persuade tourists to have a memorable experience when visiting the city. These modes work harmoniously in attracting viewers to explore Dubai destination.

The first chapter

Online Poster in Tourism

1.1. Introduction

According to the researcher Emmanuel in 2022 Dubai is known for its skyscrapers and luxurious lifestyle. It has transformed into a global tourism hub. In the first chapter, I will investigate the background of the Dubai tourism history that plays a crucial and pivotal role in its economic growth and development referring to previous research focusing on the most tourist attractions in Dubai city. In addition, I will explore the significant role of online travel posters in enhancing the marketing and advertising tourism of Dubai city, since these posters use persuasive, informative and captivating language to entice visitors and highlight the unique experience. Then, we will see the objective of examining the language used in online posters which definitively create a sense of excitement and alluring .Which ultimately attracts tourists from around the world to explore and discover the wonder of Dubai.

1.2. The Location of Dubai City

Dubai city is the capital of the emirate of Dubai, one of the richest emirates of the seven emirates in The United Arab Emirates located in the Persian Gulf. It shares its borders with the emirate of Abu Dhabi to the south, the emirate of Sharjah to the northeast and Oman to the southeast. Dubai is backed by the Arabian desert. Its population topped 2 million in 2018 (Szczepanski, 2019).

In 2023, the writer Rahman described Dubai as a humble fishing village blossomed into the jewel of the United Arab Emirates, boasting a rich history and unparalleled grandeur. Today, it stands as a beacon of international allure, captivating tourists with its vibrant culture and luxurious offerings.

Shaikh Rashid Saeed Al Maktoum (1912_1990) was asked about the future of Dubai city stated “My grandfather rode a camel, my father rode a camel, I drive Mercedes, my son drives land rover; his son will drive land rover but his son will ride a camel”. The quote reflected his concern that Dubai’s oil which was discovered in 1966 and began production in 1969 one day would run out within a few generations in the future. He recognized early the need of diversifying the emirate of Dubai’s economy by building a strong trade history and service hub that effectively could survive after the end of oil production. He succeeded in establishing several infrastructure projects like luxury hotels, airports and iconic buildings such as Jebel Ali

port and Burj Al Arab. Recently, the economy of Dubai's city does not rely on oil production but it is based on other sectors like tourism and commerce industries which contributes to the dynamic growth and development in the city (Deodhar,p10. 2013).

1.3. The Brief History of Dubai

Dubai is Classified as one of the oldest and richest civilizations known to humanity. Which flourished in the Arabian Peninsula. During the Bronze Age, Nomadic Bedouin tribes were the first inhabitants of Dubai city who navigated the desert to search for water and fertile lands of agriculture. Their lifestyle was based on fishing, pearl diving and practicing commercial activities with other civilizations. Dubai has become a strong maritime trading center due to its important strategic geographical location in the coast of the Arabian Gulf that basically gave the city a golden chance for its skilled sailors and merchants to build business relationships with other countries such as Mesopotamia, Persia and India. Although, some changes such as the rise and fall of various Empires in the region of Dubai become an interesting center of trade and cultural exchange because of its powerful Julfar port.

The Islamic civilization in the 7th century had a great role in transforming and changing the natural landscape of Dubai for instance the powerful Islamic empires strengthened the commercial center of Dubai, for that trade in Dubai flourished and facilitated commercial sea routes for trade exchange such as spices, textiles and precious metals.

Dubai sociocultural and economic growth can be attributed to Al Maktoum Muhammed Bin Rashid visionary ship, who push boundaries and transformed Dubai into a great glory city of the future with the construction of iconic structures such as Burj khalifa and Palm Jumeirah turned Dubai into a global touristic destination. The city focused on diversifying its economic field through the tourism sector, finance and real estate; all these strategies of innovation projects brought millions of visitors to the city (Rossi,2023).

1.4. The Golden Age of Dubai 1990-2000

In accordance with the scholar Emmanuel (2022) the period of Sheikh Mohammed Bin Rashid Al Maktoum's rule in 1990 witnessed a terrible urban development, he had a great credit in making Dubai the largest and the most proud tourist area in history, he transformed it from a small village of fishing into an innovative, first class tourist industrial area in the city through his embodiment of many imaginative projects in order to enhance tourism sector in Dubai and target tourists from everywhere.

The Burj Al Arab is the world's most luxurious hotel in Dubai Emirate of the United Arab Emirates with its iconic sail-shaped design and it is one of the tallest hotels in the world. The only hotel in the world described as 7 stars. Burj Khalifa tower (2008), the Marina (2000), PALM Island (2009), the Artificial Island of World Islands then the Dubai Metro (2009) and Dubai Frame (2018) are symbols for Dubai's outstanding tourist destination.

In the last period, the Dubai Creek tower should become the new tallest tower, surpassing the Burj Khalifa. Since 2002, foreigners have been allowed to buy real estate in Dubai. This period of time experienced the death of Sheikh Zayed in December 2004 and the prime minister Sheikh Maktoum in which they were succeeded by Sheikh Khalifa and Sheikh Mohamed.

2.1. The Definitions of the Term Tourism

Based on Noroozi research in 2022, the Eurostat (the statistical office of the EU) has published its manual for tourism statistics, in which it defines tourism as the activity of people traveling to a place outside their usual environment for less than a year, for leisure, visiting friends and relatives or for professional purposes. In addition, the United Nations World Tourism Organization (UNWTO) in 2022 defines tourism in almost the same way, as people traveling and staying in places outside their usual environment for many goals like leisure, business or other purposes.

2.2. The Importance of Tourism to Local Economies

As stated by the scholar Bogwasi (2023), the tourism sector plays a crucial role in achieving local economic growth in the countries around the world, especially small communities which basically depend on limited resources to develop their local economies. A thriving local economy provides a comfortable life and creates valuable job chances in the region's inhabitants or for even the residents.

Domestic tourism provides many benefits such as generating new revenue sources by attracting tourists and increasing the amount of money spent in the area since through targeting tourists around the world, small cities can generate new revenue streams and great new job opportunities in the area. In addition to that tourism can motivate the growth and the advancement of infrastructure development which can actually attract new businesses, investors and several companies to develop the local economic growth cities.

The tourism sector offers great opportunities for emerging economies and developing countries. It creates job opportunities, strengthens the local economy, it contributes to local

infrastructure development and can help to conserve the natural environment and cultural assets and traditions. It can quickly reduce poverty and inequality in societies. There are many reasons for tourism's importance.

2.2.1. Revenue

Tourism is a prominent source of revenue for many countries, visitors explore local attractions such as new places, cultural activities of particular regions, and purchase goods and services from local businesses such as hotels, souvenirs shops and restaurants. Which can totally bring a large amount of money that can boost the city's local economy. As a result, various businesses in their communities have the ability to earn more income that attracts visitors.

2.2.2. Job Creation

Tourism growth advancement and growth contributes to employment for residents and citizens which creates job chances in various domains such as working in hotels and boosts the standard of living for people in the community.

2.2.3. Cultural Preservation

The tourism industry has a pivotal role in protecting culture through giving all the support to artisans to sell their crafts and products to visitors in order to purchase souvenirs for people. Also, it contributes to the conservations of cultural and natural heritage by generating resources, promoting education and influencing policies.

Tourism encourages tourists to discover the community's culture such as historical sites, dance, music and theater which show the region's identity and culture. Cultural tourism is a factor to preserve the lost cultures and heritages in the societies in which it gives all the interest to encourage the growth of cultural events and festivals to show to visitor traditions, identity and customs of a particular community in a particular country.

2.2.4. Infrastructure Development

The tourism field develops the country's infrastructure such as building new hotels, airports, parks and museums. Additional facilities include roads, water systems since the country aims to make the community more attractive and brilliant to tourists around the world.

2.2.5. The improvement of life quality

Tourism has the potential role in enhancing the quality of life for residents by providing them superior services, amenities and job chances through the development of tourism infrastructure and services, local communities can effectively benefit from improved standards of living.

2.2.6. Job Opportunities

Tourism industry is regarded as an important means of combating unemployment because its related industries offer multiple employment opportunities for the community. Industries such as hospitality, food services and travel produce a lot of job chances.

2.3. The History of the Development of Tourism in Dubai

As mentioned by Kotsi and Michael(p.155) in 2015, Dubai's tourism sector has grown rapidly and it is considered as one of the most productive and successful industries in The United Arab Emirates cities. For that, Dubai's industry sector has become a major essential element in the city's economy. Due to some aspects which transformed the city into a big tourist destination in the world. First, Dubai business relationships with foreign travelers through commercial activities. Second, Al Maktoum ruling royal family of the emirate of Dubai realized the importance of the natural tourism resources such as beaches and marine areas, desert's beauty and Dubai strategic geographical location in order to attract travelers around the world and to enhance Dubai tourism industry. In addition in the emirate of Dubai both the public and private sectors are invested to be productive and to construct a superior infrastructure such as luxurious hotels, airports, monuments and public facilities and accompaniment. Because the establishment of Dubai nation actually witnessed a great dynamic growth in the tourism industry through the investing in some of the most luxurious and trendy famous hotels by the late 1990, Dubai succeeded to enter the global tourism market through investing in some projects such as building the world's hotels. For that Dubai becomes one of the global tourist destinations in the tourism world, evident in the increase of tourists from 5 million to 10 million visitors yearly. Dubai transformed from a fishing and pearl village into an interesting economic beacon in the middle east due to the city's visionary leadership and its rich and strategic geographical location.

2.4. Tourism in Dubai

In the view of FAREEHA (2011), Tourism is a key sector contributing to Dubai economic growth and its fundamental to successful diversification of the emirate's economy and that of

the UAE as a whole. The emirate of Dubai depends on attracting and targeting tourists around the world through its iconic and luxury hotels and historical landmarks and hospitality strategies since tourism industry considers the most dynamic and productive industries in Dubai's emirate to maintain the flow of foreign cash into the emirate. which is characterized by its overcrowding and tourist attraction among the seven emirates in the United Arab Emirates. in addition to that the majority of the emirate's revenues after the production of petroleum and gas is tourism.

Dubai has been named "Shopping Capital of the Middle East" since it has several shopping malls such as the famous mall "Dubai Mall" the world's largest shopping mall which basically aims to enhance the tourism sector through targeting visitors within the region and outside of the country.

2.5. The Positive Role of Tourism in Dubai City

The most important in the development of Dubai's tourism industry are the infrastructure such as constructing luxury hotels and landmarks, cultural and religious diversity and hospitality. According to Dubai's government report, in 2019 there will be 544 hotels along with 100744 rooms and 25356 apartments. The Burg Al Arab hotel is the most famous and luxurious hotel in the world plus the Burj Khalifa the tallest building structure on our planet. It is 828 meters tall and has over 160 stories. It is one of the most popular attractions in Dubai. Visitors can discover and visit the beauty of the desert safaris through the golden Arabian dunes. Engage his reef and wreck diving, skydiving over the beautiful PALM JUMEIRAH, as well as wakeboarding (Yas et al,2020).

2.6. Dubai as a Smart Tourism Destination

Dubai advanced in the use of technology based on solutions and facilities to manage the tourism sector such as tourism services and resources. Which includes the development of infrastructure like airports, hotels, transportations to deliver the value of visitors. Dubai city has achieved various mobile applications that aim to increase the number of tourists in Dubai and to enhance the tourism sector and facilitate the visiting process, provide the tourist's need and happiness and provide smart solutions for residents.

Recently, Dubai consider one of the most modern competitive touristic destination in the world that applied new technology to its tourism sector in which travelers can explore the city easily and creatively without taking too much efforts and time with key solutions like what to eat and where to go using NFC (Near Field Communication) tags that are integrated with their

individual devices in which they can connect with systems without downloading the apps in their phones.

The RTA's presentation of the tour guide system "NAHAAM" helps tourists to interact with the system effortlessly. Also, one of the major developments in Dubai's tourism sector is introducing a smart airport which allows tourists to have memorable souvenirs and fantastic experiences in the city, connecting airport services with tourism applications helps the access to them effortlessly. The government of Dubai's emirate produces a new technological invention which gives the chance to travelers to use their phones as their own passports for traveling and immigration to other countries. In addition, "Emirates Smart wallet" application uses the personal data of tourists to facilitate the immigration while connecting them with E-Gate services as guide tourists in a special place.

According to *the visit Dubai* site, the use of technological applications of phones aims to facilitate tourists to get various tourism services that enable them to access Dubai's city attractions, hotels and airports.

In reality, almost major Dubai's malls among them the Dubai Mall , Mall Of The Emirates and Dubai Marina mall have their own applications to cooperate tourists to find their way around and to discover the Dubai's beauty including its most shopping and entertainment offerings available .Mobility becomes effective with the advent of phone applications precisely for foreign tourists within the city .Currently, policy presented a "MAHANI" that enables effective mobility and maneuverability through that buildings selected which are accessible for them (Khan et al, 2017).

2.7. Best Tourist Attractions in Dubai

In 2024, the scholar Bryce mentioned that Dubai city owns many architectural and iconic landmarks that effectively lead to the attraction of tourists around the world and represent dubai as a global and international tourist destination in the world of tourism industry.

2.7.1. Burj Khalifa

Burj Khalifa is the most iconic and famous Dubai landmarks, the tallest building structure in the world with a total height of 830 meters high-almost triple the size of The Eiffel Tower in Paris and a symbol for Dubai growth and modernization with its extraordinary views in which visitors are greeted with 360 degree views of city's fantastic skyline with the desert beauty and ocean landscape.

2.7.2. Miracle Garden

Dubai Miracle garden is the world's largest flower garden and vibrant colorful oasis spread over 27,000 square meters. Which is considered as home to over 50 million flowers of different varieties that shows an ideal morning for nature-lovers.

2.7.3. Burj Al Arab Hotel

It is one of the luxurious tourist destinations in the emirate of Dubai. It is called "the world's only seven-star hotel" located on an artificial island in Dubai just offshore from JUMEIRAH Beach in which travelers will get an incredible level of hospitality.

2.7.4. Palm Jumeirah

It is an archipelago of Dubai's famous artificial islands situated on The Persian Gulf in Jumeirah, Dubai that includes many tourist attractions such as shopping malls, iconic hotels and luxurious restaurants. The visitors can take a ride on the Palm JUMEIRAH MONORAIL to enjoy stunning images of the island because it is a man-made island and a symbol of Dubai's energy.

2.7.5. Bur Dubai Souk Market

It is one of the largest gold markets in the world located in Dubai for traders and business alike where the visitor can find every conceivable type of merchandise such as gold, perfumes, spices, embroidered fabrics and hand-woven carpets.

2.7.6. Museum of The Future

Museum of the future is one of the vibrant and futuristic destinations in Dubai's financial district. It is created to be a space for innovation and hub for future discussion about Dubai city and it contains interactive exhibits to investigate anything related to Dubai such as artificial intelligence, energy and biotechnology. The museum includes 7 floors where children can solve challenges and become future heroes in the world.

2.7.7. The Dubai Mall

Dubai's largest mall in the world by total area with over 12 million square feet of space. It is the ultimate family entertainment with Olympic –sized ice rink, aquarium and underwater zoo, children edutainment center and incredible views of The Burj Khalifa from its outdoor terraces.

2.7.8. Dubai Opera

Dubai Opera is an artistic cultural painting located within the opera district in downtown Dubai city. It is described as the shining pearl of the opera district to host a variety of events such as operas, musicals and luxurious exhibitions.

2.7.9. Love Lake-Dubai

Love Lake-Dubai is one of the most iconic tourist attractions in Dubai that can be seen from space. It is a heart-shaped manmade lake in the desert located in Al QUDRA area within al Salam desert dunes. which is known for its two interconnected heart shapes to create a romantic space full of flowers and species of birds that offers happiness and a lovely atmosphere for tourists.

3.1. The Definition of the Term “Poster”

Print Britannia (2021) defines Poster as a large piece of material containing images and texts which aims to message or to inform a certain audience at a glance. The use of image-text depends on the size of the poster for instance, in The United Kingdom there are different types of attractive posters starting from a4 to a0. Posters are large, printed promotional tools that businesses and organizations use to convey messages to the public. They are used for advertising products, services and events (TEMPLATE, NET, 2024).

3.2. The Emergence of Posters in The Marketing World

During Elizabeth's reign posters were used to inform people about news law's changes on development in the Kingdom. So the posters are not trendy techniques of advertising and marketing in various fields. Around 1800, posters were introduced in a new form using recent techniques which totally contributed to the dynamic production in other sectors of a society. In addition, at the end of the 9th century, posters emerged quickly in the business world specially France is famous for its artistic images and views created for the purpose of advertisement of events in the country (Print Britannia Team ,2021).

3.3. Types of Posters

Print Britannia Team in 2021, categorized posters based on their aims, design and intended audience. Each type serves a distinctive aim and takes design into consideration for the purpose of conveying a message to a particular audience.

3.3.1. Educational Poster

Educational posters are one kind of posters used for academic aims to inform about any new student's research and to give insight into a scholarly topic for learners in schools.

3.3.2. Political Posters

Political posters are used to convey a message from the government to citizens. During the wars, in London printing posters the United Kingdom succeeded in gathering hundreds and thousands of troops.

3.3.3. Social Posters

Social posters are used to raise the level of awareness of citizens in a particular society about the recent social issues and human rights. For instance, social posters are published to sensitize people to avoid corruption.

3.3.4. Advertising Poster

They are print promotional techniques used by businesses containing text, image and designed in different special techniques in which they have to become so competitive between companies. They aim to provide information intended to promote brand awareness or call attention to a specific product or event.

2.3.5. Campaign Posters

Campaign is any series of actions or events that are meant to achieve a particular result which happens in the election of public office such as the iconic "Hope" poster of Barack Obama.

3.3.6. Corporate Posters

A type of poster used by large multinational companies to advertise their brand and the purpose is not to promote a single product or service but the whole brand of the corporation by providing a brief information and conveying a message to the target audience.

3.3.7. Digital Posters

Recently these kinds of posters gained wide popularity for their accessibility and availability. They are a sign comprising a digital image or motion graphic on a screen commonly found in retail stores and shopping malls, businesses use them to visually present information, advertisements or to target messages. With technological development you can find 2d and 3d posters.

3.3.8. Fashion Posters

In fashion poster design, the main image is the product used at the central point usually on a model, the name of the brand is written in the large letters to advertise stores or clothing.

3.3.9. Event Posters

Event posters are commonly published in companies promoting events to the public that must include important data like date and place, they are published to inform the audience about update events such as sport matches, concerts that companies produce.

3.3.10. Movie Posters

They are common types of posters known around the worldwide that are effective and useful to promote and advertise films to persuade paying customers into a theater to watch it. They contain the film title in large lettering and the name of the main character (Print Britannia, 2021).

3.4. The Use and Purpose of Poster

In the light of T TEMPLATE NET (2024) Posters are considered as effective tools in advertising products or services in any sector such as the tourism industry, they include many purposes.

3.4.1. Advertising

Posters can be used for a wide range of advertising purposes such as promoting an event or tourism sector which effectively targets the public's attention through text and image and promoting products, services or events in order to attract potential customers.

3.4.2. Information

Posters are a powerful medium for conveying information and raising the level of awareness in a society such as events, social issues and companies with their eye-catching visuals and text, posters can make a big impact on viewers.

3.4.3. Aesthetics

Businesses often use posters as means to enhance the visual appeal and captivate reader's attention since the visual elements serve as eye-catching tools that contribute to the overall attraction of the event.

3.4.4. Motivational

Posters have incredible power to influence people's opinions, behaviors and emotions all over the world. with their effective mix of text-image , posters can really make a big impact about what we think and feel.

3.5. The Posters Parts

Based on T TEMPLATE NET (2024) posters are several essential elements and concepts, each playing a crucial role in conveying its message in an effective way started by the header part to product information.

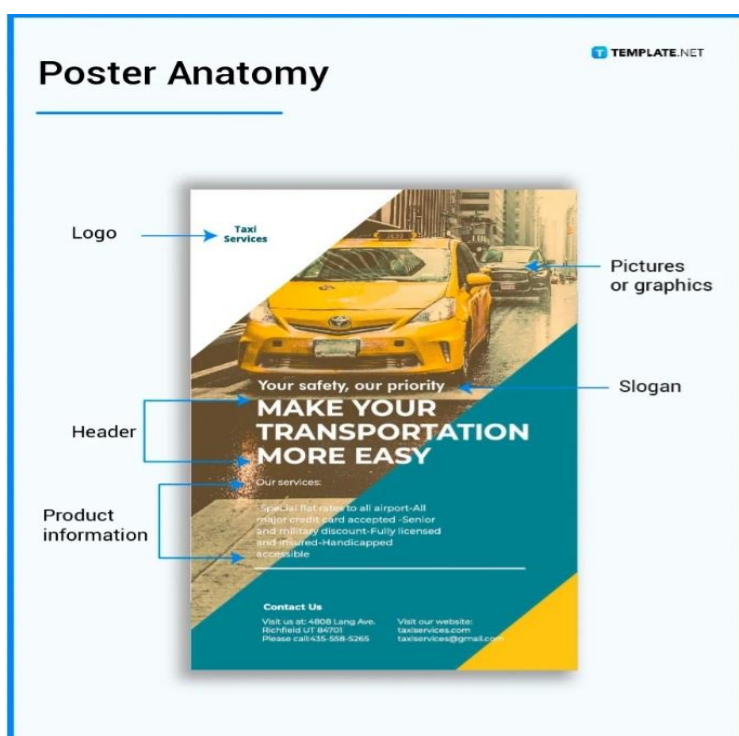


Figure 1: The Parts of the Poster (T TEMPLATE.NET, 2024)

3.5.1. Header

Header is the top part that grabs your attention and immediately catches your eye. Its main purpose is to communicate the central message of the poster in a captivating way. by using a powerful title or phrase that definitively entices viewers.

2.5.2. Content

Content is the main part of a poster that is the body where all the information is presented. This can typically include title, text, image or a combination of both, all working together conveying a powerful message to the audience.

3.5.3. Slogan

Slogan in a poster can be defined as a catchy or memorable phrase or tagline that communicates the poster's central theme which effectively encapsulates the message of a brand or events. It is designed to grab attention, create interest, and leave a lasting impression.

3.5.4. Pictures and Graphics

A poster contains a picture and image like texts and graphics in order to share information or promote something. The picture aims to capture attention and visual interest, while text provides details or a message. graphics help to organize data and the design. These elements work to communicate the poster's purpose in a successful way.

3.5.5. Logo

A logo in a poster is a graphical and distinctive symbol or design that represents a brand, product, organizations or event in poster. Its purpose is to convey the message of a particular company or to establish brand identity and recognition and to capture the viewer's eye and attention.

3.5.6. Product Information

Product and information on a poster typically contains details about the features, benefits of the product being advertised. This may include name, selling points or graphics showcasing the product.

3.6. An overview of Travel Poster

Travel posters were originally made for advertising tourists destinations purposes. They were used by hotels, airlines and in tourism industries as a tool or technique to represent themselves to the public during the time when travel was booming (Villarrubia, 2020). Another definition for "Travel Poster" is a poster that highlights points of interest, depicts the mode of transportation used to get to a specific location of a destination or features activities available in the tourist destination. They were used by hotels, railroads and tourism companies to graphically promote and advertise travel destinations (1stdibs expert, 2021).

Numerous researches focus on the language used in the tourism sector among them the study of Youcef in 2020, the focus was on the role of tourism media in promoting Algeria as a tourist destination. Using descriptive analysis and questionnaire , the study aims to explores the practices of various tourism agencies. The findings revealed a significant correlation between media use and the effectiveness of marketing strategies in promoting Algeria as a tourist destination.

The objective of examining the language and visual modes use in online touristic posters in Dubai is to gain insights into how language is used and utilized to communicate messages effectively by analyzing the language choices and style in online posters in Dubai destination. Online travel posters can evoke specific emotions and capture the attention of the audience, since it is crucial for conveying the intended message clearly and concisely. The language used in travel posters is carefully selected to create a sense of excitement and wanderlust and to transport the reader to a different world, enticing them to embark on an exciting journey.

Conclusion

To conclude, recently Dubai is a symbol for modernity and an incredible destination for tourism which attracts millions of tourists yearly with its iconic landmarks in marketing world travel posters plays a powerful and significant role in enhancing all sectors especially the tourism sector, travel posters consider as a tool of targeting tourists around the world to a particular destination. This chapter has provided a detailed background of Dubai's tourism industry highlighting the role of tourism industry in the economy of Dubai with introducing the most iconic Dubai tourist attractions. Then, I moved to the notion of the emergence of posters in the marketing world with its purposes in the advertising tourism sector. The last part, I introduce my aim behind investigating the idea of the role of online travel posters. Finally, I will move to the second chapter which is the Multimodality theory to examine the language choice used in online tourist posters in Dubai city.

The Second Chapter

The Multimodality Theory

2.1. Introduction

The study of language has traditionally focused on verbal communication, however in recent years, scholars have recognized that communication extends far beyond words alone. This realization has given rise to the theory of Multimodality which explores the various modes of communication beyond speech and writing. Jewitt et al (2016) mentioned that Multimodality theory examines how different modes, such as gestures, facial expressions, images, sounds and even spatial arrangements, work together to create and make meaning and convey messages. In this chapter, I will delve into the origin and foundation of multimodality theory concepts in linguistics and its theoretical approaches. Moreover, I will explore the role of modes in multimodality and how different modes shape our understanding of language and meaning and how multimodal analysis can provide valuable insights into various communication contexts.

2.2. What is Multimodality Theory?

According to the linguist Jewitt et al (2016) Multimodality is a term that has been generally and frequently used in the academic world. This term received great attention from various scientific researches, academic studies and conferences. Its leading scholars are in different fields such as linguistics, media studies, semiotics, sociology and education in which they share the same and common object of interest and study. This object of study is described as something like ‘we create meaning and we communicate with each other using a variety of diverse means and methods.

Multimodality includes two components, namely mode or modality and semiotic resources that are widely varied in articulation and use in many disciplines and research studies. The term multimodality is the process when people use multiple means and modes to make meaning.

Fernand de Saussure, a Swiss linguist, suggested in the early 20th century that linguistics could be part of a broader study of signs, which he called semiotics. Semiotics focuses on understanding how meaning is created through different symbols and signs in various disciplines: linguistics in speech and writing, semiotics on image, film and musicology on

music and other new sub-disciplines like visual sociology and visual anthropology ;these disciplines emphasize on the means of meaning making within their “remit”.

Multimodality challenges the traditional separation of disciplines based on meaning creation by acknowledging that various modes of meaning-making often intertwine such as images with text, speech with gestures and mathematical symbolism with writing. Scholars coined the term “Multimodality” in the late 1990 to emphasize on the importance of studying how different forms of meaning-making blend together to form a cohesive whole. The acknowledgment of the necessity to go beyond limits of current disciplines and create theories and methods that can explain how gestures, speech and other forms of communication work together to create and make meanings has become increasingly apparent. This need became even more pronounced with the rise of digital technologies, allowing people to blend various forms of communication in ways that were previously inaccessible. This shift towards multimodality represents a crucial development in understanding the meaning making.

In the light of Multimodality and multimodal literacy (2023) Multimodality involves using multiple communication modes to convey meaning. It examines how each mode plays a role in shaping the overall meaning of a Multimodal text.

According to Bezemer (2012) Multimodality is an interdisciplinary method that goes beyond language to study communication and representation. It has been created in the last ten years to analyze conversational topics such as societal shifts, new media and technologies. Multimodal methods offer ideas, techniques and a structure for examining various elements of interaction and environment, including visual, aural, physical, and spatial components, along with their connections.

In previous study conducted by researcher Benderbal (2017), a multimodal discourse analysis was undertaken to explore the linguistic and non-linguistic semiotics resources used in Algerian electoral posters. The study aims to highlight the linguistic and visual strategies employed by different political leaders to persuade votes. The study revealed the effectiveness of these posters in persuading Algerian citizens to vote for particular party depended on the constituent elements of the images presented in the political posters.

2.3. Theoretical Assumptions on Multimodality Theory

Based on the scholar Jewitt et al (2016) There are three interconnected theoretical assumptions that form the basis of multimodality.

1. Multimodality presumes that representation and communication rely on a multitude of modes that contribute to meaning and emphasize the analysis and description of all available means for making meaningful meaning through visual, written-sentence, gestural, multi-dimensional or other means in different contexts.

2. Multimodality suggests that resources are influenced by society to become tools for creating meaning that meet the needs of various communities. These resources are known as modes which help to convey messages in different ways, making the selection of a mode crucial in communication and understanding. The more extensively resources are used in the social life of a specific community, the more intricate and detailed they will become. For something to function as a mode, there must be a collective cultural set of resources and how they can be arranged to convey significance.

3. People create meaning by choosing and organizing different modes of communication, highlighting how the interaction between these modes is crucial. As a result, all communication is influenced by the norms and rules of time, as well as the motivations and interests of individuals in a particular social setting.

2.4. Theoretical Approach of Multimodal Approach.

According to the linguist Jewitt et al in 2016 , there are Three major theoretical bases in use in multimodal discourse analysis: systemic functional linguistics(SFL), social semiotics and conversation analysis. Each discipline has its own unique theoretical and methodological perspective. Although there are notable distinctions between them, they have several key characteristics in common.

1.They utilize fields that were originally centered on the practical use of language, in which individuals interpret and navigate the social world through their communication.

2. They prefer to collect and analyze visible signs and evidence of how meaning is created, especially those seen on human-made objects and video recordings of social interactions.

3.They goal is to examine and interpret materials at a detailed level, focusing on both the structural and semantic aspects of the content.

4. In recent years, they have expanded their scope by integrating various forms of expression beyond just speech and writing into their theoretical and methodological approaches. All while keeping a strong emphasis on social interactions.

2.4.1. Systemic Functional Linguistics

Systemic Functional Linguistics is a linguistics theory originally introduced by the linguist Michael Halliday in the 1960s in The UK that focuses on how language functions in different contexts. Which is influenced by European functionalism that has further researchers like O'Toole, Van Leeuwen Martin and O'Halloran and others have utilized SFL methods to investigate what is now as multimodal discourse, leading to the development of systemic functional Multimodal discourse analysis (SF_ MDA). Which aims to comprehend and to describe how different semiotic resources function as meaning systems and analyze the meaning that emerge when semiotic choices come together in multimodal expressions across multiple dimensions.

The theory of meaning suggests that language serves as a social semiotic tool for generating meaning. Language's ability to convey meaning is evident in its structure. Which is represented as interconnected systems which are 'networks of interlocking options' and 'text' are production of the selection of that potential

The concept of mode. SFL-based multimodal studies emphasize the importance of semiotic resources which function for creating an understanding of the world by forming logical connections and establishing social relationships with messages organization. The curriculum emphasizes on the examination of printed and digital texts, videos and three-dimensional objects and locations that are in the social media, educational media and crafts and art. SFL methodology involves detailed analysis of specific sections of texts such as examining larger bodies of text with using a multimodal analytical technique for instance it studies the nature relation of text-image studies.

2.4.2. Social Semiotics

Social semiotics is a theory introduced by the linguist Gunther Kress and Bob Hodge in the early 1980 in Australia. It is a field that explores how signs and symbols are used in social contexts to convey meaning and examines how various forms of communication, such as language, images, and other semiotic resources, are employed to create and convey social and cultural messages. Social semiotics is based on the critical linguistics, SFL, semiotics and social theory that aims to acknowledge the authority of individuals within society and the power of dynamics that exist among them.

The theory of meaning is rooted in the concept of the motivated sign, which posits that connection between the signifier and signified is always driven by a reason and not a random one, contrary to what the linguist Saussure proposed. In addition, the notion of mode is crucial in social semiotics with many theories about what constitutes mode originating from this field.

The empirical focus was on different types of artifacts such as print media including both professional like magazine and advertisements and vernacular like child's drawing. Methodology often consists through examination of specific small sections, which may include historical comparisons and it is frequently integrated with ethnography.

2.4.3. Conversational Analysis

Conversational analysis emerged in the 1960s by the linguist Schegloff, Sacks and Jefferson as a field of study within linguistics and sociology. Scholars like Goodwin, Heath, Mondada and others have utilized conversational analysis methods in order to study and investigate the current field of multimodal interaction. CA aims to understand how people communicate and interact in conversations which simply focuses on the structure, patterns and dynamics of conversations.

In conversational analysis, the theory of meaning focuses on how meaning is constructed and understood in a conversation; it emphasizes that meaning is not solely determined by individual words and utterances, but rather emerges through the interaction and context of the conversation. Meaning is derived from how actions unfold sequentially over time, one after another. In addition, the concept of mode in conversational analysis refers to the different ways in which communication can take place. It encompasses various modes such as spoken and written language, gestures and facial expressions. Each mode carries its own set of conversational rules that influence how meaning is conveyed and understood. Moreover, the idea of mode acknowledges that individuals use various semiotic tools that build upon another, but the term itself is not commonly employed.

The empirical focus is on a detailed examination of naturally occurring conversations. Researchers analyze or transcripts of real life conversation to understand the patterns, structures and dynamics of communication such as when two people assemble a piece of furniture. The methodology involves a detailed and systemic examination of naturally occurring conversations. Linguists analyze recordings or transcribed conversations to uncover the patterns, structure and dynamics of communications.

2.5. Definition of the Term “Mode” in Multimodality Theory

Lyons (2016) defines the term mode as socially and culturally derived tools for expressing meaning. These modes are not static but they are shaped by social processes which lead them changeable and influenced by context.

In the light Multimodality and Multimodal Literacy (2023) a mode is a means or method of communication where each mode has a specific purpose and functions in unique ways. There are five modes in communication: Linguistic; aural; visual; gestural and spatial.

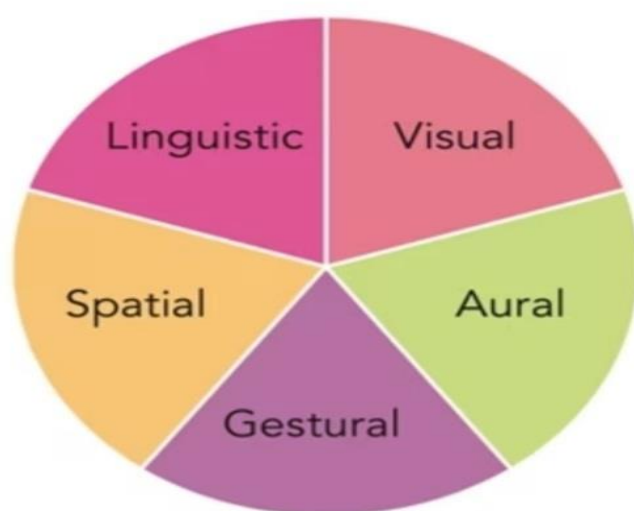


Figure 1: The Five Mode of Communication(Multimodality and Multimodal Literacy,2023)

2.5.1. Linguistic Mode

This type of mode refers to the written and spoken words that convey meaning in communication. This mode includes word choice, the delivery of written or spoken text, the organization and the development of words and coherence of words and ideas.

2.5.2. Visual Mode

Visual mode deals with interpreting the significance of what is visible for the viewer. Which includes images, signs, color, layout, style, size, symbols and videos. It is used to instruct, persuade and represent feelings.

2.5.3. Aural Mode

This kind of mode emphasizes on the sounds that listeners hear that can include ambient noises, silence, tone of voice in spoken language, music and volume of sound and accent.

2.5.4. Gestural Mode

Gestural mode refers to the way movement is interpreted which involves facial expressions, hand gestures, body language and interaction between individuals all are gestural modes.

2.5.5. Spatial Mode

Spatial mode is about the physical arrangement, organization such as placement, spacing and distance between elements in a text or the proximity between people or objects.

2.6. What is Multimodal Text?

Based on *Multimodality and Multimodal Literacy (2023)* Multimodal text refers to any form that combines different modes such as text, images and sounds. It is like a mix of different elements to convey a message. Multimodal text can be both traditional or digital format. Paper-based multimodal texts such as picture books, graphic novels and comics. Digital multimodal texts include videos, vlogs and websites.



Modes	Linguistic and visual	Visual	Linguistic, visual, and aural	Linguistic and aural	Linguistic, visual, aural, and spatial
					
Examples	Reading a graphic novel or an infographic	Looking at a painting or a photograph	Watching and listening to a film or video	Listening to a podcast or a radio show	Watching and listening to a short film or video, and reading subtitles and captions

Table 1: Texts and Modes (Multimodality and Multimodal Literacy, 2023)

2.7. How Different Modes Shape our Understanding of Language Meaning?

According to Mills And Unsworth (2018) The definition of the term modes in multimodality varies from one scholar to another full of disagreement about how models should be classified. From a sociolinguistic perspective, modes refer to the resources that are shaped by society and culture, which are used to make and create meaning such as written language, gestures, speech and images. Modes are frequently used together, for instance speech being one of several ways that humans communicate alongside gestures, spatial arrangements, and references to objects within sight. Differences in the preferences for different modes of presentation are influenced by cultural and social factors. The consistent way in which these modes are used is referred to as Modal Grammar.

These grammatical features have common interpretations among different societies or groups. Each mode has similarities with modes but also uniquely organized principles. Which includes components and rules that have distinct meanings. Transmediation goes beyond simply replicating knowledge, as it requires users to continuously adjust their methods for representing knowledge. Designers must do this in order to work within the capabilities and constraints of different sign-making systems, such as digital platforms. This is extremely crucial in today's modern era, where the capacities of digital media interact with users in distinct ways that differ depending on the cultural tools or technologies being used.

Since social action often includes multiple interactions happening simultaneously like texting while talking to someone in person, modal destiny is another significant aspect of modality that is closely related. Modal destiny refers to the complexity and intensity of a focused communication action. For instance, engaging in a conversation with a colleague while composing an email requires a high level of action characterized by intense modal intensity. This entails the ability to effectively multitask, such as typing rapidly while also actively participating in the conversation with the colleague. It also involves subtle nuances like adjusting gestures, moving one's head, and shifting gaze between the screen and the colleague in order to maintain a seamless interaction.

Modal configuration is another key concept which related to the structured hierarchy of different modes involved in a purposeful activity for instance, during a dinner conversation, various forms of communication can occur at the same time, including words combined with gestures, facial expressions, movements, tastes, and the arrangement of the setting and food, all conveying different levels of meaning. During a dinner conversation, the ways in which people

perceive and interpret the modes of communication can vary among listeners compared to speakers.

Modes and the selection of modes for any social purpose are closely tied to ideologies and do not exist independently of them. All forms of communication, be it through images, music, or written words, contain underlying ideologies. Although written language and ideologies have been extensively examined in critical discourse analysis, the exploration of ideologies present in other forms of communication has not been as thoroughly investigated. All forms of communication can be used to express the influence of a text, the audience, the subjects being depicted, and the connections between them. Therefore, comprehending the context in which a multimodal text was created is essential in order to fully grasp its message and impact on the reader or viewer. Likewise, it is essential for the intentions behind the use of various forms of communication, such as images, written language, gestures, and sounds. It is crucial to acknowledge that power is a fluid concept that is constantly being fought over, changing hands, and being redefined through ongoing societal conflicts.

Conclusion

To conclude, Multimodality theory has a great importance in the linguistics field because it acknowledges that communication is not solely dependent on language. It recognizes the significance of other modes such as visual, gestures, and even spatial arrangements in conveying meaning. Multimodality provides valuable insights into the complex nature of communication and meaning making processes. This chapter has introduced the foundations and origins of Multimodality in linguistics by exploring its different theoretical approaches. Then, I investigated the notion of analyzing the role of modes in multimodal interactions. We have gained a deeper understanding of how various modes such as language, visuals, and gestures work together to convey meaning. In the next chapter, I will analyze the language used in online travel posters in Dubai city applying the Multimodality theory.

The Third Chapter
Methodology, Results
And Findings

3.1. Introduction

The third chapter of this research delves into the practical aspect of our study, focusing on the multimodal analysis of language and visual modes use in online tourist posters in Dubai city. This chapter embarks on a practical exploration, aiming to analyze the language used in online tourist posters in Dubai city by applying multimodal studies. I begin with introducing research methodology and it ends with data analysis's results and findings.

1.2. Research Methodology

The research study is conducted qualitatively with data in online travel posters related to Dubai's tourism industry. Data is taken from social media sources such as Instagram and Facebook posters. However, this research study of posters focuses on the language choice and use in online travel posters of Dubai in order to see the function of the language use in these posters that effectively leads to the attraction of viewers and influence their thoughts and cultures.

1.3. Data Collection

In this research study, data collection is centered on acquiring online touristic content presented by travel agencies based in Dubai through social media such as Instagram and Facebook. Leveraging the platform's search functionality, a targeted approach is employed to identify and gather posts originating from these agencies. The process of gathering posters entails engaging with a long list of travel agency accounts specializing in Dubai tourism, ensuring a comprehensive representation of the industry's promotional materials. Each poster is systematically captured, encompassing visual components as well as accompanying textual elements including captions, hashtags, and promotional messages.

1.4. Data Analysis

A multimodal analysis was applied in order to explore the language and visual modes use in online travel posters in Dubai city, examining both the linguistic and visual elements in the posters. Research analyzes the textual content of the posters using qualitative techniques such as discourse analysis to explore the language use, including vocabulary choice, style and persuasive techniques and examine how linguistic features contribute to the overall message and representation of Dubai in the posters. Simultaneously, study analyzes the visual elements of the posters such as images, design layout, color schemes, typography and other graphic

elements. I will examine how visual elements interact with complement the textual content to convey specific meanings, evoke emotions and attract viewer's attention.

1.5. Results



Figure 1. Museum of The Future (Angel Wings Travel Agency,2024)

The poster presented is an online travel poster produced by angel wings travel agency in Dubai city. Study starts with linguistic modes, the poster uses English as an international language to cater a diverse tourist around the world. The text in the poster provides information about the Future Museum's focus on technology and progress. The use of dynamic and descriptive language appears in word choices such as "future" and "transform" that highlights the futuristic nature of the museum and help to evoke a sense of excitement, advancement in the viewer and enticing tourists to explore this unique destination.

On the other hand, the visual modes complemented the linguistic mode by using captivating imagery and design; the futuristic visuals such as the image of the museum and colors scheme that consists of vibrant and futuristic painting to add visual influence on the viewer's attention.

There is a combination of bold and energetic colors such as vibrant purple, electric blue and sleek silver to evoke a sense of modernity and innovation in Dubai.

Together the language and the image of the Future Museum in the poster work harmoniously to create an immersive and compelling experience for viewers.



figure 2. Dubai travel poster (Highflyer travels agency,2024)

The poster presented is a kind of advertising poster for the Dubai tourism industry that informs audiences about touristic activities in Dubai. The text presented in the poster is written in English and contains both linguistics and visual modes to convey a particular message. The use at the bottom of poster “Dubai is a Leisure Paradise” is described as a catchy statement that effectively conveys that Dubai is a wonderful destination for leisure and adventure.

In terms of visual mode, the image of Dubai desert with a camel and person in the poster tends to represent Dubai’s rich cultural heritage and traditions and showcases the historical importance of camels in the region. The image encapsulates the spirit of hospitality and adventure for viewers.

The connection of linguistics and visual modes convey a meaningful message that creates an eye-catching and persuasive poster of Dubai's image for tourist attraction.

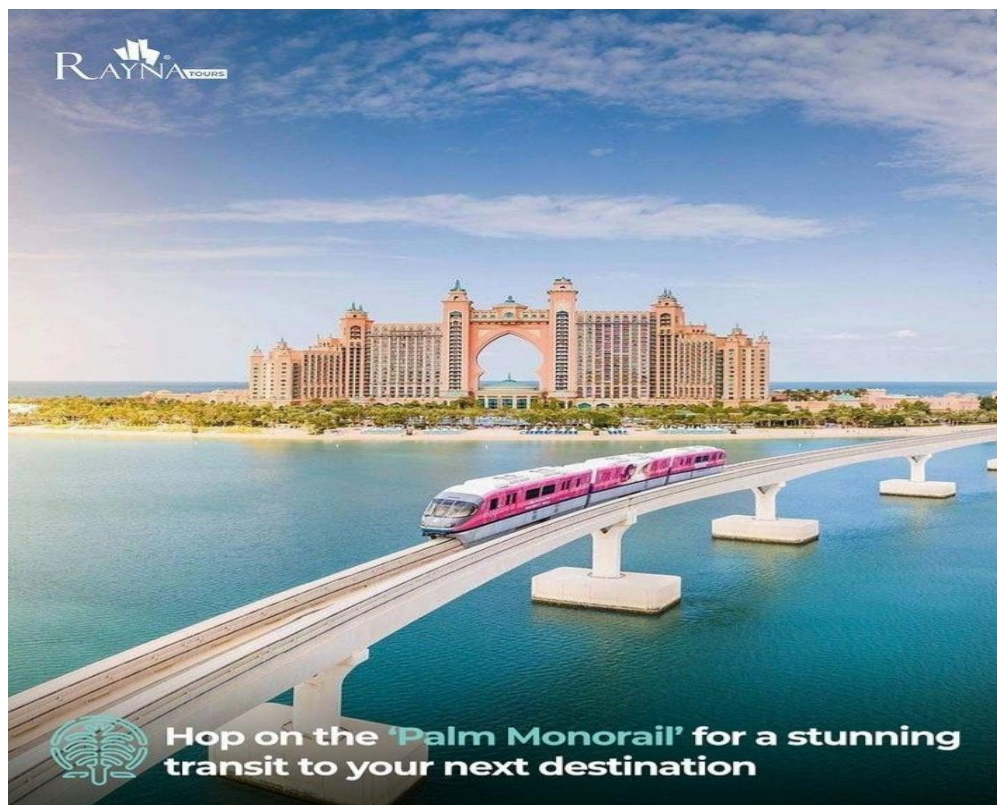


Figure 3. Palm Monorail (Rayna tours travel agency,2024)

The language presented in the poster is English and provides an idea about Palm Monorail in Dubai city to message international viewers. The text is featured with the use of persuasive technique and descriptive language such as using imperative verb in the beginning of statement at the bottom of the poster “hop on” and the adjective “stunning” to create a sense of action and encourage viewers by inviting them to explore Palm Monorail experience in Dubai destination.

In the visual mode, the image of the train next to the hotel is full of vibrant colors such as blue, pink and contrasting elements that aim to show the energetic side, luxury life and a sense of adventure in Palm Monorail destiny. According to the analysis we notice that text-image succeeded to ensure a comprehensive manner of conveying a meaningful message of the poster.



Figure 4. Burj Al Arab Jumeirah (Al Rahhala Travel Agency, 2019)

This is an online travel poster produced by Al Rahhala travel agency in Dubai city. We see at the top of the poster the statement “Burj Arab Jumeirah” written in bold and capital letters that draws attention to the main attraction and creates a sense of curiosity about the city. In addition, the poster is written in English which is characterized by the use of descriptive language like “luxury stay with Magnificent panoramic views” . This phrase in the middle of the poster aims to evoke a sense of grandeur and exclusivity in Dubai city that leads to the attraction of the viewer. The poster uses persuasive techniques such as superlatives words like best, amazing and unforgettable; as a strategy to emphasize the exceptional qualities in the Dubai destination. However, the poster showcases a breathing image of the Burj Al Arab landmark with a wide-angle view, focusing on the height and scale of the structure with the use of vibrant colors such as blue sky and the golden hues of the building that adds visual appeal to tourists. The effective combination of linguistic and visual modes in the poster is a powerful technique that works effectively to capture the viewer's eye to visit Dubai.



Figure 5. Marina Cruise(Namayra Tours Travel Agency,2023)

The Marina Cruise poster is an advertising travel poster for Dubai city. We focus on multimodal analysis that takes both linguistics and visual aspects into a consideration. Concerning the visual mode, in the poster we can see the vessel floating in the water with purple lightning color that adds a touch of magic and sense of tranquility and beauty of this destination. In addition, the use of different colors, composition and typography play a crucial effect on shaping the main message. In other hand, the text uses English language and persuasive technique which simply contain imperative verbs such as “come and join us” and “secure your spot now” for the purpose of encouraging people to discover and visit Marina Cruise and the use of adjective “delectable” that focuses on the quality of services.

Based on the multimodal analysis , language used in the poster with the image can captivate and entice viewers to participate in the event in a successful manner.



Figure 6. travel poster(Sahara Rider Travel Agency ,2023)

The poster starts with a bold statement at the top of the poster “Time To Travel Dubai” is a declarative sentence aimed to express to tourists that this is the right moment to explore Dubai. The phrase at the bottom of the poster “ Desert in Hummer ” is a noun phrase describing the image of a desert landscape with a hummer tends to serve the context meaning. As for the key visual modes in the poster are the desert scenery and the Hummer with the use of colors such as warm tones like sandy yellows and desert browns create a visual harmony with the desert theme and evoke a sense of challenges and adventures in the natural beauty of Dubai.



Figure 7. Dubai Wild Wadi Park (SPR Tourism,2024)

The text using bold writing at the bottom of poster “Dubai Wild Wadi Park” tends to capture the reader’s attention; this mode of typography highlights the importance of park’s identity about park name, location and thrilling adventure offers. Moreover, the use of descriptive language provides detailed information about parks such as price, ticket, opening time for instance “unlimited access to water rides and attractions”. The main visual mode in the poster is the eye-catching image of the park’s attractions such as wave pools, water slides and other park activities. The poster is a painting of vibrant colors such as green and blue that refers to harmony and prosperity in the park. The poster tends to showcase people to have fun and enjoy various activities and experiences in Dubai Wild Wadi Park.

The use of persuasive and descriptive language with captivating visual modes aims to entice audiences to visit Dubai wild Wadi Park’s adventure for a memorable experience.



Figure 8. Miracle Garden (Angel Wings Travel Agency,2024)

The Miracle Garden poster is an advertising poster consisting of text, image and colors. The poster uses English language to attract international visitors, the text contains descriptive language such as the adjectives “captivating”, “sweet-scented” and “picturesque” to paint a beautiful picture of Dubai city. Then, the phrase “ one of the most captivating destinations in the region” highlights the uniqueness of the Dubai Miracle Garden in the world. In visual mode, the colors in the miracle garden of Dubai are absolutely stunning with a vibrant and diverse array of colors of reds, pink to soothing blue, purple and plants in various hues and shades. The arrangement of the flowers and the overall layout of the garden are visually pleasing and harmonious. These visual modes with text create a wonderful picture of Dubai city that effectively serves the message of travel posters.

1.6. Analysis and Discussion

In the realm of tourism marketing, online travel posters serve as powerful tools to entice and captivate potential travelers. By employing a combination of dynamic language and visually appealing elements, these posters aim to evoke wanderlust and allure viewers into

embarking on new adventures. The research explores the language dynamic and visual appeal in online travel posters, with specific focus on the promotional materials for Dubai city.

Dubai city, renowned for its futuristic skyline, rich cultural heritage, and vibrant attractions, stands as a beacon of modernity and allure in the realm of travel destinations. The online travel posters promoting Dubai city leverage a myriad of linguistic and visual strategies to convey its unique charm and entice prospective tourists.

From a multimodal perspective, the use of English in online travel posters in Dubai city serves multiple purposes. Firstly, English recognized as international and global language, making it accessible to a broader audience of international tourists who do not speak Arabic which is the mother tongue in the city. In addition, English is commonly the language of tourism marketing, modernity, global connectivity and sophistication, aligning Dubai's image as global tourism hub and attracting more tourists around the world.

At the heart of these online travel posters lies the strategic use of dynamic language Words choices such as “travel”, “discover”, “travel” and “attractions” are meticulously chosen to evoke a sense of excitement and adventure in the minds of viewers. Terms like “paradise”, “future” and “museum” in the first and second posters create a compelling narrative that showcase the Dubai's diverse attractions, cultural richness, and forward-thinking vision, ultimately enticing travelers to explore and experience all that Dubai has to offer. In addition, the use of bold slogans appears in the first poster like “Dubai is leisure paradise” and the descriptive language such as “stunning”, “amazing”, paints a vivid picture of Dubai's the attractions and imagination of audience.

Through persuasive techniques in posters include using imperative verbs like “come and join us” and “hop on” directly engage viewers to take the action of discovering the city. The language used in these posters serves to ignite curiosity and spark a desire for exploration. However, it is not just the words themselves that capture attention; it is also the visual elements that play a crucial role in conveying the allure of Dubai city. The visual analysis featuring captivating images of iconic landmarks like the Burj Al Arab and the Dubai Marina to vibrant depictions of bustling streets and cultural festivals, the posters use a visually striking aesthetic to draw viewers and to represent Dubai as a global center of luxury and innovation. The color palette, the use of vibrant colors such electric blue and seelk silver create a futuristic and dynamic aesthetic of modern Dubai

The visual aspects in these online travel posters express the culture and traditions of the city that simply provides in the second poster features with images of camel and desert landscapes that symbolizes Dubai's rich cultural history. What sets the promotional materials for Dubai city apart is the seamless integration of linguistic and visual elements to create a cohesive narrative. The dynamic language employed in the poster sets the stage, capturing attention and piquing interest , while the visual representation of the experiences awaiting travelers. Together, these elements work in harmony to create a compelling narrative that resonates with viewers and inspires them to consider Dubai as their next travel destination.

Conclusion

The third chapter concludes the practical work which is based on the multimodal discourse analysis of the language in online travel posters in the Dubai industry. Within this chapter, the online travel posters for Dubai city exemplify the potent combination of dynamic language and visual appeal in tourism marketing. Through the strategic linguistic choices and visually captivating imagery. These posters succeed in conveying the allure and excitement of Dubai city, enticing prospective travelers to embark on an unforgettable journey.

General Conclusion

The research contributes to the growing body of knowledge on multimodal communication in the context of online tourism, offering valuable insights into the intricate interplay of language and visuals in shaping touristic representations of the city.

In this dissertation, the research studies the language and visual modes use in advertising posters related to the tourism industry of Dubai city employing the analytical framework of multimodal discourse analysis to examine the role of language use that influences audience's thoughts and attracts them to discover Dubai. In addition, it explores the linguistic and visual modes's interaction in conveying powerful message to represent Dubai city as a tourist destination.

This study can inform tourism marketing strategies, contribute to cross-cultural communication research, and enhance the understanding of the intersection between language and tourism promotion in a digital era. It can provide insights into the strategic use of language to promote tourism and shape perceptions of Dubai.

The study started with general overview about the development of the tourism industry in Dubai economic growth. This latter emphasizes the role of online travel posters in advertising Dubai tourism.

The second chapter is a literature review about the foundation of multimodality theory in the linguistics field; it concerns the role of modes in understanding the language.

The third chapter deals with research methodology design with applying the multimodality theory on analyzing the data collected and the description of finding and results. The multimodal discourse analysis provides that the linguistic and visual strategic work harmoniously in representing Dubai as a tourist destination and persuading viewers to visit the city.

Multimodal analysis indeed emphasizes the power of language alongside other visual elements in influencing and attracting audiences around the world. The case of online travel posters promoting Dubai, language plays a crucial role in conveying Dubai's attractions, culture and experiences. The linguistic modes, English emerges as a predominant tool to attract audiences from a diverse cultural background in the world. Bold slogans featuring persuasive language such as words choices "adventure", "discover" and "paradise" in these posters aims to captivate the potential visitors to discover the city. Moreover, the visual impact is enhanced

by vibrant images and colors showcasing Dubai's Sahara, creating a powerful allure. The multimodal analysis underscores the interplay between the linguistic elements and visual modes in shaping the overall message and how both contribute to the construction of meaning, enticing audiences to explore the wonders of Dubai. Overall, the posters succeed in showcasing Dubai as a dynamic and enticing destination which entices viewers to consider it for their next adventure.

For researchers interested in further exploring the language and visual modes use in online travel posters in Dubai city, here are some suggestions: compare the effectiveness of different linguistic and visual strategies used in travel posters promoting various destinations. This could involve analyzing posters from different regions to identify common practice in tourism advertising. By exploring these avenues of research scholars can gain a deeper understanding of the role of travel posters in destination marketing and identify strategies and techniques to enhance their effectiveness in promoting tourism. Also, examine how language and visuals contribute to the construction of Dubai's tourist brand identity in online posters, and how identity is maintained over time

Some limitations for the research could include integrating multimodality theory with tourism studies and linguistic analysis presents a challenge due to its interdisciplinary nature. The complexity arises from the need for expertise in various fields such as sociolinguistics and semiotics. This demands a cohesive knowledge from different disciplines for effective analysis of language use in online travel posters.

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