Sample Genre Analysis: Tourism Brochures
(Abbreviated Example)
Advanced Exposition
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Florida Tourism Brochures

There are many things in life that people do not know they want or need until they see it. This is part of what continues to make America's capitalist culture thrive, as we all buy and sell services and goods to our hearts' content. In these modern times, you can simply access the internetto browse all manner of things for purchase and places to go, and you will surely be plagued by related advertising on nearly every website you visit. However, before online shopping was the way of the world, the physical advertising genre known as a brochure stood out as the best way to pitch a sale, and is still a strong platform today. Full of details, easy to mail, and not too expensive to produce, it was a tool born for entrepreneurship. While there are several specific characteristicsthat you can expect to see on a brochure following this genre's format, there are others frequentlypresent that might escape your immediate attention. From synonymous word choices to font size and color specifications, a brochure is made to capture your attention the moment you pick it up.

Granted, though they may all try to stick to similar "notice-me" patterns, this is still a very broad category, as a brochure can be made for just about anything. So, to help narrow in on my analyses, I have dissected Florida tourism brochures, of which there are plenty further variations. My selection included pamphlets for: the botanical sanctuary *Flamingo Gardens*, the natural *Wekiva River, Gatorland* wildlife park, *WonderWorks* amusement center, the expansive area of *KeyWest*, and our magical tourist magnet of *Walt Disney World*. Though promoting different venues and allures, they all still employed parallel vocabulary and design techniques, thus applying the same rhetoric, but in different styles.

More than likely, when you hear the word "brochure", you get a mental image of a folded

andsquare piece of paper. You would be correct, as most of these form of handouts do follow this standard setup, but it is not, in fact, a requirement. The brochure for *Gatorland* was the only one ofthe group to alter the physical shape of their brochure, adding rounded edges to the top to look likealligator eyes. This creative choice is also a smart one, as it will increase the likelihood of the brochure being noticed and picked up. After all, these advertising handouts are nearly alwaysdisplayed together in multiple rows of options, so being noticed is half the battle.

The other half lies within the content presented. Though a local resident could also enjoy the location being shown, these adverts are crafted for people visiting our Sunshine State and looking for something to do while they are here. This is why the most common place to see a stand stockedfull of brochures is at a hotel, calling for curious out-of-town sightseers. When they select one to look over, if it does not pop off the page for them and give them a desire for what they have to offer, the brochure will frequently go right back in its spot. The writer of this handout must pull theobserver in and quickly encapsulate all the entertainment there is to be had at the attraction in question. For some, this effect is put into overdrive and loads of information is crammed into this tiny, rectangular handout. For the *Flamingo Gardens*, giving the names of their varying habitats, shows and bird centers has resulted in a miniscule font but an organized and fully informative layout.

Beginning with exhilarating descriptions and clever phrasing, the words used are aimed at beautifying the attraction, making it seem larger than life in some way, and an opportunity not to bemissed. The brochure for *Wekiva River* is the prime example of this tactic, as the largest font on the page is at the very top and telling the reader to "Realize your fantasy", by coming to their great park. With endearing names like "Katie's Landing" and "Kayak Excursion", they paint a picture ofa promising and rewarding encounter with nature. They are not alone, as all the brochures reviewed used one or the other of terms like “adventure, dream, exciting, fun, amazing, fascinationand discovery”. As a matter of fact, the *Gatorland* brochure used the word "fun" five times in theirthree-fold presentation!

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In retrospect, there are a few things that seem to be missing from these fliers that could be an excellent add-on. Most notably would be the language, as all of these brochures and still others which I did not incorporate into this study, were written solely in English. While Florida

may have more mixed ethnicities and dialects than most states, given our melting pot culture, it does not meanwe should not apply the same multilingual methods to these tourism attempts as we do to local listings. It's true that some of these brochures may have copies printed in another language, but none equipped a mixed language approach. Even if it were just the section that spoke of talking toan employee over the phone, listing this in one or two other languages could broaden the expectedaudience tenfold.

Furthermore, only one of the six brochures presented average pricings and the attraction's location on a small map. By putting this info out front, the customer will not have to do as much research to find the place or wrap their head around the cost. Also, as we all know that our Orlando theme parks like Disney will almost always take the gold medal in the Florida tourism department, the smaller attractions might benefit greatly from proffering a price point comparison tothese vacation giants, so the visitors can see what other fun can be found at a fraction of the price. Almost nothing is more likely to close a sale than a great deal! Being honest about the price and including some reassurance to the reader about why or how it is a bargain would seem far more tempting than overloading them with pretty pictures.

All in all, digging deeper into this genre has revealed what powers it holds beyond its glamorized surface. In a small and compact form, brochures are a dominating force in the field ofpublicity. They speak directly to their audience of prospective new clientele with their intoxicating lexicon and dream-like imagery. They greet the reader like a friend to whom they are making a recommendation, very casually and kind, serving to represent our state as the ideal getaway. It would really be intriguing to see a study done that determines which words trigger the best responses from readers of this genre, as they may have already done, to build this time-honored blueprint. With its glittering façade of eye-catching wildlife snapshots and smiling faces, a Floridatourism brochure could very well be this genre's mascot! Seeing the rhetoric inlaid into their proposition so deftly is amazing, and truly makes you wonder where else in our everyday readingswe may be failing to notice such blatant word manipulation!