AN INVESTIGATION INTO THE LAYOUT FEATURES OF TEXTS INTRODUCING MUSEUMS IN LONDON

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Abstract:

Layout with its characteristics and functions have attracted much attention of many linguists and researchers. Discovering the marvel of the layout features and applying them in writing texts are always a matter of endlessness. In a text in general and a text introducing museum (TIM) in particular, the layout plays an important role in arranging ideas as well as sections. Thanks to the layout features employed in TIMs, readers are able to master the content of the text in a logical and effective way. This paper attempts to identify and analyze the layout features used in English texts introducing museums (ETIMs) to discover the patterns and the components used in ETIMs. The findings of this study can be applied in writing TIMs for tourism.

Key words: Museums; Layout; Texts introducing museums; Components; Patterns.