

# Travel writing

- Where – give examples
- What is typical of travel writing?
- What is described?
- What is the style of the description?
- Are there differences in the style of description?

- Osa kirjaa, kuvataan paikkaa
- Matkatoimistojen nettisivut (mainos)
- Somessa postaus
- Paikka: mitä siellä voi tehdä, kohdemaan/paikan kulttuuri
- Matkan logistiikka
- Ruoka, nähtävyydet
- Tyyli tarkoitusperän mukaan: mainoksessa hehkutetaan, yksityishenkilön oma kokemus omakohtaisempi ja monisyisempi

# Perspective and approach

## Who are you writing to?

- Vihreä lanka
- Madventures
- Xtreme sports
- Cosmopolitan
- Vagabond (travel magazine)
- Rough Guide / Lonely Planet
- Travelling Preacher
- Hunter's Exclusive
- My Globetrotter Gap Year
- Route 66
- Travels with my Terrier
- The Beatles Trail

# Warm-up

- Describe Kouvola (any region) for the target group of your choice.
- Pick your feature and name the target group.  
*the teenagers' rite of buying energy drinks at S-market + Travelling Preacher*
- **Geography and biology:** An animal or a plant / Scenic landscapes / Streetviews
- **Culture:** The language / A dish / The people / A ceremony or a rite /  
Arts and crafts or music
- **Visitors experiences and tourist activities:** What to do on a fun night out /  
A memorable encounter / An adrenaline-filled experience /Traffic
- **Societal features and social problems:** A social injustice / An ecological threat
- Submit your warm-up text in the Pedanet warm-up folder at 12.35

# A travel description

- Write an entry in a travel blog or a magazine
- Describe what you see, taste, hear, feel, smell and experience
- Describe the people you meet
- Include at least one feature from each of the four categories on the next slide.
- Think about your target group: see slide 3. Make sure your target group becomes obvious from the title of your travel piece, i.e. name the magazine/online forum you text is published in/on.
- The length of the text: ca 1 A4-page i.e. 300 – 500 **words**

# Describe

## **1. Geography and biology**

- An animal
- A plant or a flower
- A fruit
- Scenic landscapes
- Streetviews

## **2. Culture**

- The language
- A dish
- The people
- A ceremony / a rite
- A cultural feature
- Arts and crafts
- music

## **3. Visitors experiences and tourist activities**

- What to do on a fun night out
- An encounter
- An adrenaline-filled sports experience
- Traffic

## **4. Societal features and social problems**

- A social injustice
- An ecological threat