

Summary

Subject matter: verbal units of different levels of language, which are used in constructing of tourist advertising texts

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Information about customer organization: Departement of French philology and the intercultural communications.

Topicality of the research: connected with sudden development of tourism, tourist business and of course tourist advertising, so it made many foreign and our own country scientists and explorers to get interested in this subject.

The objective of the research: The texts of French advertising booklets

Tasks of research:

- 1) Analyzing the conception of the text and studying its styles;
- 2) Investigating the peculiarities of tourist's text;
- 3) Revealing the notion of advertising booklet;
- 4) Exploration of the types of advertising booklets.

Theoretical and practical significance: is determined by extension of theoretical information about language specificity of advertising text. It is defined by description of formal and informal lexical features of advertising text which determined the efficiency of its verbal influence .

Results of the research: The exploration of texts from tourist advertising booklets showed how expressive, emotionally colored the lexical items of advertising text are. The text is filled with epithets, metaphors and comparisons. It depends upon the advertising object so the text has some peculiarities. For example, if in a booklet hotel advantages are described, all lexical structures present us the comfort and luxury of hotel's atmosphere.

Recommendations: the results can be developed or recommended to the next researches related with this subject.