

Summary

Subject matter: The linguistic peculiarities of French tourist booklet.

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Topicality of the research: The increasing interest in native and foreign linguistic to the problems of the speech affect for the studying of the language in the close connection with the practical activity of the person.

The objective of the research: to reveal of the vocabulary means of the organization of the text of French tourist booklets.

Tasks of the research: to study the peculiarities of the advertisement; to study the peculiarities of the tourist discourse; to study tour brochure as a kind of tourist discourse

Theoretical and practical significance: the results of the work helps to the enlarging of the theoretical ideas about the nature of communication in general meaning. Making contribution in the development of the linguistic text, in the elaboration of the speech affect and the relation of the communicates.

Results of the research: the tourist discourse presents the special advertisement discourse in involving of the addressee into the accompanying to the rest the activity promoting the argument resources of the tourist text.

Recommendations: The results of the research can be used in the professional communication, in the technology of organization of the new tourist booklets with the aim of the advance of tourist products and services.