

ABSTRACT

Title: «Touristic metadiscourse: cross-cultural differences in Castilian Spanish and English languages».

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Topical Importance. The research of Touristic Metadiscourse in linguistics is new and very actual problem, and also it has a great demand in the Tourism Sector. It acute concerns the activity of the tour operators and translation's companies, which we rely on in a moment of buying any touristic product. The quality of translation and available information for the non-native speakers is a very actual question for linguists and cultural specialists, the answer of which could be done by metadiscourse.

Target of the work: to give a definition of the Touristic Discourse and Metadiscourse and to analyze it illustrated through the example of functioning the Model of Metadiscourse by K. Hyland. The paper is focused on establishing possibility in influencing of cross-cultural differences on the type of textual using of metadiscourse markers.

Tasks:

– to contemplate different scientific attitudes to understanding of the Touristic Discourse and Metadiscourse based on the works of foreign and Russian linguists;

– to find out cross-cultural differences between Spanish and English languages using the example of the Touristic Discourse texts.

Theoretical value and practical applicability. *The theoretical importance* of the research consists in study of a new concept – “metadiscourse” in the Touristic Discourse, and in description and appliance of a new K. Hyland's method.

The practical importance of the research consists in that the Metadiscourse could be considered as a way to analyze the texts of Touristic Metadiscourse as part of Cross-cultural Communication and, in particular for creation texts, which orient readers to get an appropriate information (seeking of tour, choice of tour operators, etc.), and also for creation rules and norms for interpreters and translators in this sphere.

Results: The conception of “Touristic Metadiscourse” is not simply interchange of information about goods and services; furthermore it includes a personal attitude of those, who enter in communication. In the result of the research it was proved that for getting an adequate interpretation it is necessary to get a view of metadiscourse, which means of creation a textual unity and involves readers in that way making for an author and for an audience a unique cognitive space.

Implementation advice: With the help of the Metadiscourse Analysis it can be investigated variety of texts of different discourses, determined distinctions and similarities both in discourses of different cultures and inside one type of discourse depending on desired goal. Based on the research results, we expressed our view about the presented Model of K.Hyland’s Metadiscourse Analysis. It seems to us that for the complete cross-cultural analysis it would be necessary to add in K.Hyland’s model the markers of “using stylistics tropes”, which decorate the speech and attract readers, because it is very important for analysis of the Touristic Discourse texts. Also we would like to fit in the presented classification the marker of “using borrowed words”, which would characterize the original texts.