

Subject of the final qualification work: "Genre specificity of tourist Internet discourse;

Author of the final qualification work: Ekaterina Vasilenko, 4th year student of the Institute of foreign languages and international tourism, in the field of Theory and practice of intercultural communication (TaP 401);

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Data on the customer organization

Relevance of the subject of the research:

- the unquenchable interest of scientific philologists in the description and analysis of various formats of Internet communication;
- the rapid development of the English-language segment, as a specific online communication environment;
- the lack of a single accurate analysis of the stylistic features of various genres of Internet discourse.

Aim of the work: to establish the structural, informational and stylistic characteristics of the electronic site of the American travel company "TrekAmerica".

The theoretical and methodological importance of the research: is the works of both domestic and foreign linguists in the field of theory and analysis of discourse, the theory of virtual linguistics and virtual genre studies, as well as the theory of speech genres. This is the work of M.M. Bakhtin, V.E. Ivanova, N.G. Asmus, E.N. Galichkina, L.A. Kapanadze, S.N., Mikhailova, D. Crystal, L.Yu. Schipitsina, L.V. Babitova, O.M. Elkina, E.S. Statsenko, I.N. Poteryakhina, M.M. Abdulkadyrov.

When writing the GW, such methods of scientific research as linguistic-pragmatic analysis, comparative analysis were used, which was supplemented by comparative analysis and descriptive-analytical method.

Practical value of the research is determined by the fact that the materials of this work can be used in University courses "Theory and practice of intercultural communication" and "Style of a foreign language", as well as in special courses on the basics of genre studies.

Results of the research: The information about the features of the concepts genre, genre of electronic communication, functional style of the language was summarized. Techniques and methods of classification of electronic communication genres, as well as aspects of their research, are presented.

The analysis of structural, informational and stylistic characteristics of the three sections of the website of the American tour company TrekAmerica was made: a section on the AboutTrek travel agency itself, which presents historical information about this travel company; a Destinations section, which presents countries that a potential client can choose for their vacation, and a Community section dedicated to the TrekAmerica's travel community.

Recommendations: the materials of this work can be used in University courses "Theory and practice of intercultural communication" and "Stylistics of a foreign language", in special courses on the basics of genre studies, or when writing a GW on this topic.