Summary

Subject matter: The linguistic and sociocultural principles of the organization of the tourism discourse

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Topicality of the research is determined by the fact that the active development of the tourism industry has become an incentive to create advertising and informative texts accompanying this activity. There is a need to examine the linguistic aspects of the tourism discourse.

Objectives of the research: to reveal the linguistic and sociocultural principles of the organization of the tourism discourse on the example of French tourist brochures.

Tasks of the research: to define the concept of the discourse of tourism, its components and distinctive features; to determine the types and functions of the tourism discourse; to reveal the concept of advertising tourism discourse; to identify the lexical and syntactic means used in the discourse of tourism.

Theoretical and practical significance contributes to the deepening of theoretical linguistic knowledge on the advertising tourism discourse; the practical significance is determined by the ability to use the results in the process of creating brochures to promote tourist products and services.

Results of the research: this study provides a comprehensive approach to the analysis of the tourism discourse. Tourist brochures represent the most effective form of the impact on a potential client by linguistic tools as special principles for influencing.

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 promotion of tourist products and services.