

ABSTRACT

Subject of Graduate Qualification Work: ‘The linguistic characteristics of texts of the letters protecting the rights of consumers’.

Author of GQW: Alexandra Tregubova

Research adviser of GQW: Innessa Yurievna Kotlyarevskaya, candidate of philological sciences, associate professor of French philology of the Chair of French philology and intercultural communication.

Corporate customer: the Institute of Romano-Germanic Languages, Information and Humanitarian Technologies, the Chair of French philology and intercultural communication

Timeliness of the research topic is determined by increasing interest of linguists to problematics of the modern business writing. Special interest of researchers is caused by the letters protecting the rights of consumers as one of the types of business correspondence which is most demanded today.

Purpose of research: detection of linguistic means of the organization of structural and conceptual aspects of business letters protecting the rights of consumers.

Objectives of research: to study the major characteristics of the modern business writing; to determine the lexical means of expressing ethics in business writing; to consider general structural and linguistic characteristics of business writing.

Theoretical and practical relevance of the research is determined by a possibility of actual use of study materials in business French course, and also for development of recommended practices or textbook on writing business letters in French.

Research results: the performed research has allowed studying the actual samples of authentic letters on consumers' protection and to determine and generalize characteristics of their structure and content.