

## Summary

**Subject matter of the dissertation is:** Discourse Genres in Tourist Communication

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**Customer organization:** The Institute of Romanic and Germanic Philology and Liberal Technologies.

**Topicality of the research** is defined by a great interest to the study of the discourse in general, its increasing popularity as well as applied character of the dissertation.

**Objective** of the dissertation is the detection of the traits of the printed advertising matter and video announcements in the Internet representing the discourse genres in tourism.

**Tasks of the research:**

- 1) to systematize the theory dedicated to the study of the discourse, its basic forms and characteristics;
- 2) to study discourse in tourism not only as a special discourse, but also as a separate discourse genre;
- 3) to analyze the main traits and peculiarities of the most frequent and productive genres of tourist discourse such as slogan and video announcement.

**Theoretical and practical significance of the research** is defined by the opportunity to use the materials of the dissertation in day-to-day activity of tourist agencies.

**Results of the research** have shown that discourse genres in tourist communication represented in slogans and video announcements have their features and peculiarities.

**Recommendations:** the results of the dissertation have practical significance for the tourist industry especially for the authors of the printed materials as well as video announcements in the Internet.