

LINGUISTICS
(specialty 10.02.19)

Kouzovova S.A. Genre specificity of tourism advertisement

The article is devoted to the problem of travel service genre originality. Besides traditional advertisements travel information can be presented to consumers in the texts of such genres as short commentary, article, reportage, interview, consultation, account of events. The other genres are also examined in the article. Such as diary, letter, report, reference. But there are some texts which are very difficult for identifying their genre originality because of merging. Thus, in the content of one and the same material we can find elements of article, reportage, diary, report or interview, consultation and account of events. There is no doubt that this merging has an emotional influence on a prospective customer. This, in turn (even indirectly) serves effectively the purpose of advertising. One of the most popular genres of advertising is consultation presented as a piece of advice. Account of events presented in travel service advertising in the form of life story, use experience or verbal description of some events.

Key words: genre originality, travel service advertising, short commentary, an article, reportage, interview, consultation, an account of events, genre of a life story, genre of use experience, diary, report, reference, letter.

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May, 10, 2011
