

PHILOLOGY

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Linguistic and stylistic means of expression in French tourist booklets

The article deals with stylistic means of French travel brochure texts to identify national specifics. The study used the method of continuous sampling, the method of discursive analysis, the descriptive method, the method of linguo-stylistic analysis. The relevance of the article is due to a detailed study of the linguistic and stylistic features of French tourist booklets. The results of the study showed the ambivalence of the representation that proclaims France's openness and modernity to the whole world and at the same time refers to its glorious past and famous traditions. The results of the study can be used by translators of advertising texts, as well as teachers to conduct theoretical and practical classes in stylistics, text linguistics, regional studies, intercultural communication, and translation studies.

Key words: tourist booklet, French language, linguo-stylistic means, expressiveness, figure of speech.

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