

LINGUISTICS

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Guide as a special type of text: linguasemiotic and communicative-cognitive approach (based on the guide book "Russian by river")

Special attention is paid to the study of modern linguistic texts of semiotic comprehension that allow us to solve a number of important linguacultural and communicative-pragmatic problems. An attempt to analyze the thesaurus guide "Russian by River" (The Moscow-Petersburg cruise) is made. The processes of globalization of modern society, expansion of international contacts stimulate the development of tourism businesses, which requires preparation of country-guide as a special type of text, drawing on English-language description of the phenomenon of Russian culture.

Key words: discourse, discourse of travel, linguasemiotics, cognitive guide.

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