

LINGUOCULTURAL AND PRAGMATIC FEATURES OF TRAVEL BLOGS

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Annotation: Everyday communication on the Internet has become an integral part of life of a modern person. A blog is one of the relevant genres of Internet communication. It has some specific features, such as the complexity of form and content, interactivity, interaction of verbal and non-verbal components and pragmatic orientation. The investigation is devoted to the definition of linguocultural and pragmatic features of travel blogs. An analysis of the use of expressive means and cultural stereotypes in travel blogs in the comparative aspect (based on Russian and Czech blogs) is carried out.

Key words: Internet, Internet-discourse, Internet communication, genre, blog, blogger, travel blog, blogosphere, expressive means, cultural stereotype.