**Abstract of thesis**

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**«Verbal and visual in the travel media text»  
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In the modern world traveling is an integral part of society. In the era of visualization the text about the journey acquires new qualities. An increasing role in it is played by iconic signs - photographs and infographics. The requirements for the visual series become higher, because the person pays much attention to how much the image is qualitative and interesting. This paper is devoted to the study of travel media text as a polycode phenomenon. The **empirical material** of the study is travel media texts in the magazines "Around the World" and "GEO".

**The relevance** of this study lies in the fact that it studies the travel media text (hereinafter TMT) as a polycode complex in which the visual component is significant and self-valuable. Travel-themed topics are presented in almost all types of publications, but more attention is paid to the verbal component of TMT, and the visual series is often considered only as an illustration to what was written.

**The scientific novelty of the research** is that the visual series in TMT is regarded as a relatively independent system, whose interaction with the verbal component determines the quality characteristics of TMT as a modern media product.

**The object** of the study is the verbal and visual components of the travel media text.

**The subject** of the study is interaction of verbal and visual means in TMT.

**The purpose** of the work is to describe the features of the interaction of verbal and visual components in TMT and to determine the types of this interaction (for example, the rubric "The Great Journey" in the magazine "Around the World" and the central journey in the magazine "GEO").

**Objectives** of work:

1) to describe the concepts of "travel", "travel media text", "travel journalism";

2) to determine the features of TMT, to study the main intentions of TMT;

3) to consider TMT as a polycode complex;

4) to reveal the semantics of iconic signs in TMT, features of travel photography and its genres.

5) to analyze the interaction of verbal and visual components in TMT.

**The theoretical methods** involved in this study include semantic-stylistic analysis of the polycode text, a communicative-pragmatic analysis of the text, as well as general scientific methods of observation, comparison and generalization.

The thesis consists of an introduction, two chapters, a conclusion and a bibliography. In **the first chapter** reveals the concept of "journey", "travel media text", "travel journalism", discusses the features and intentions of travel media text, as well as classification of travel texts, depending on the nature of communicative intentions, concepts polycode text and iconic signs, described characteristic features, genres and specificity of travel photography, the semantics of iconic signs and their properties. **The second chapter** analyzes the verbal and visual components of Travel-media texts in the magazine "Around the World" and "GEO". In **conclusion**, the results of the study are summarized and the main conclusions are formed.