

The thesis focuses on a text analysis of a printed tourist guide and its potential possibilities of didactic use in French foreign language education.

The thesis is divided into three sections. The first part deals with the submission of a printed tourist guide to the communicative sphere of tourism. It is first concerned with the sphere of tourism in general (to explain important terms such as the type of tourists or the tourist image). It then deals with the communicative sphere of tourism, its communicative situation and the written messages – tourist materials, which are divided between advertising and informational ones. Finally, it describes the printed tourist guide, its content and form, and presents a text typology based thematically. It shows stylistic procedures used in the text and their linguistic means, and also the tendencies a text has on text condensation and its coherence.

The second section goes into the analysis of concrete texts of tourist guides. First of all, it deals with a description of the tourist guides from which the concrete texts were derived, especially from the point of view of a model addressee, i.e. what kind of tourist the texts are targeted to. Then three texts, each of them being the representative of a different text type based thematically, are analysed, from the linguistic and non-linguistic point of view. From the linguistic point of view, the stylistic procedures are analysed on the basis of the employed linguistic means. At the end of this section, a survey of supposed linguistic means indispensable to understanding a tourist guide by a potential foreign-language addressee is placed.

The last section presents the didactic use of tourist guides. As an authentic document, the tourist guide offers many possibilities how to be used in the French foreign language education, with both, cognitive and communicative aims, especially to develop and improve the users' communicative competencies.