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**DISCOURSE SPACE OF A MILITARY HIGHER EDUCATION WEBSITE:
PRAGMATIC ASPECT**

Abstract

The article considers *discourse* space modeling of a military university website. It explores various approaches to the definition of the concept discourse and goes into the relevant discourse typologies. The discourse space of a military university website is based upon the following features: typological correlation of its constituent discourses, mode of expression, channel of information transfer and cultural identity. The analysis of the examples reveals the pragmatic peculiarities of presenting information on the military university websites in the US and Russia specifically the means of creating the image of the university, maintaining a dialogue with the site visitor, encouraging them to act and increasing the transparency of the educational organization. The paper offers practical guidelines on localization of the Russian military university websites, particularly, to compensate for monological character and closeness of the texts of the sites by increasing dialogical character with the use of 1st and 2nd person pronouns, open questions and menu shortcuts encouraging to perform a certain action.

Keywords: discourse, university website, discourse typology, discourse space, military university, military university website.

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