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## **Infinity of coherence in mass media discourse**

### **Abstract**

This paper investigates the boundaries of mass media discourse focusing on various means of coherence in newspaper articles highlighting the same topic in 3 languages – English, German and Spanish. Around 80 articles devoted to the FIFA World Cup 2018 in Russia were selected from 3 newspapers to comprise the material for the study: New York Times (The U.S.), Süddeutsche Zeitung (Germany) and El Pais (Spain). It was discovered that coherence manifestations differed 1) chronologically (preparatory process, games, results and consequences); 2) by relevance (with some articles referring merely to sport issues while others focusing on financial, cultural or political issues of holding the World Cup); 3) by functions of hyperlinks (links to additional material, open discussion, advertisement, social networks, printing or saving an article).

The analysis revealed the variety of coherence in mass media discourse. Focusing on one key event, all analysed issues used a number of formats: text, photo, video, discussion, hyperlinks etc. The most frequent way to attract reader's attention was a topical change when the article started with a most well-known topic but continued with another one. The differences in coverage between issues referred to the point of view on the event.

It has become clear from the study, that modern mass media discourse tends to link all sources and functions available in the electronic form. The globality of media leads to an infinite coherence.

**Keywords:** mass media discourse, infinity, types of coherence, FIFA World Cup 2018, English, German, Spanish.

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