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Features of the compatibility of elements in the educational media discourse

The linguistic and semiotic problem of the compatibility of elements in discourse is considered. The peculiarities of the compatibility of elements in the educational media discourse are revealed. Media texts of educational and near-educational subjects in Russian and English, containing different types of elements, are presented. Methods such as content analysis, discourse analysis, lexico-semantic analysis, grammatical analysis, stylistic analysis, and interpretive analysis are used to identify the following main combinational features of the elements of educational media discourse: lexico-semantic, grammatical, stylistic, and verbal-nonverbal features. It is established that the educational media discourse is characterized by both strict and adaptive compatibility schemes.

Key words: educational media discourse, syntactics, compatibility of elements, lexical-semantic compatibility, grammatical compatibility, stylistic compatibility, verbal-non-verbal compatibility.

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