

2017, No 3–4, 75–98

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*ON THE LANGUAGE AND THE STRUCTURING OF THE WEBSITE
OF AN INSTITUTION OF HIGHER EDUCATION*

Abstract:

This paper examines the language of the website of Nikola Vaptsarov Naval Academy – Varna. Currently the website is bilingual, in Bulgarian and in English – by clicking the language change button the user goes to the same page in the other language and not to the home page. It is studied which strategies of constructing the website correspond better to its purpose: to inform, to persuade, and to give directions.

The main research methods are analysis, comparison, synthesis, and typification. By analysing and collating the empirical material through quantitative measurement and systematisation of the results, the most common mistakes have been outlined. The variety of phenomena were classified, and deviations from the standards in terms of style, grammar, and punctuation are outlined.

The paper argues that the scientific and educational discourse and the discourse of administration function along with the discourse of journalism. The origins of some error types have been revealed in part, mostly in view of the interaction between the different language systems.

Keywords:

language, discourse, style suitability, grammatical correctness

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