

EDITORIAL

Issue 2 of *Professional Discourse & Communication* presents a wide range of articles from around the world covering topics in linguistics of professional communication and practices of teaching languages for specific purposes. Current issue comprises research papers and book reviews on professional discourse of mass-media, comparative analysis of English and Russian police discourse, functional linguistic peculiarities of verbal interaction in the spheres of politics, advertising and business, problems of training road safety inspectors and traffic wardens to converse in foreign languages in work-related situations, inclusive methods of teaching professional English at non-linguistic universities.

The paper by Svetlana Ivanova is devoted to a study of a relatively new, but extremely popular subtype of English online mass media discourse, which defies genre and format conventions of traditional printed newspapers and magazines. The author meticulously describes lifestyle discourse as a specific interdiscursive hybrid-like entity which combines features of journalism, advertising, propaganda and social enlightenment in a highly personalized way as opposed to the pragmatic norms of institutional professional communication of the press. The research conducted by the author was based on the analysis of more than 50 online publications, the findings including observations about their compositional, thematic, cognitive-linguistic, functional-linguistic, stylistic and rhetorical parameters. Special attention should be paid to one of the main theoretical conclusions of the paper, that institutional discourse of professional communication is being gradually transformed into a less professional, or semi-professional, mode of verbal interaction, better suitable for average native speakers.

Vasily Glushak and Lyudmila Zaikina offer a study of Russian and English police discourse which takes place in situations, when detectives and police investigators have to deal with suspects and witnesses. The authors speculate that such professional communication often exercises an educational function of making people morally better, more shameful and less corrupted, that is why the focus of the research is on the most frequent language markers of detectives' empathy towards the interrogated. Comparative functional linguistic and statistical analysis of about 9.000 text fragments shows that moralizing and educational communicative intention is more typical of Russian police officers (rather than their British counterparts) and constitutes an important part of conceptual grounds for detectives' speech behaviour in Russia.

Ekaterina Korableva and Oksana Alyoshina take a look at the means of expressive syntax in British and American ads. They explain the functional loading of parenthesis, nominative sentences, elliptical constructions, rhetorical questions and exclamatory utterances, syntactic repetitions, parcellations and other devices which can make extra pragmatic impact on recipients depending on their age. The paper stresses the importance of taking into consideration all the personal characteristics of potential consumers advertising is trying to target, age being one of the major criteria that impose limitations on the choice of language

units by PR professionals and predetermine the success of certain rhetorical tricks in advertising.

Olga Abakumova and Nadezhda Kiryukhina deal with anti-proverbs with a gender component, popularized among Russian native speakers in casual social and professional communication due to the frequency of their use in modern discourse of mass media. The authors suggest their own semantic classification of anti-proverbs representing culturally significant male and female images.

Yaroslav Khlopotunov investigates deconventionalized non-standard political communication in the USA. His paper discusses communicative strategies American politicians resort to in a conflictual situation and draws attention to mockery as one of the leading speech tactics which allow speakers to destroy their opponents and remain triumphant in intense debates and arguments with rivals. The author studies a vast layer of empirical material, revealing important tendencies in modern American political rhetoric from the functional-linguistic point of view.

The paper by Lyubov Anokhina presents an analysis of her teaching experience at an institution of higher education that trains officers of the State Traffic Safety Inspectorate. The author describes all the main difficulties of teaching English to future inspectors of the road patrol service. A complex systemic syllabus, that combines specially designed reading, speaking and listening activities to develop a number of discursive competences, is argued to be the key to successful professional communication in a foreign language.

Yuliana Antyufeeva and Natalia Bulaeva examine inclusive teaching methodology which allows to have both physically challenged and healthy students in the same classroom in a lesson of professional and business English, boosting everyone's motivation to learn and improve academic results. Discussion of pre-recorded videos for individual extracurricular and outside-of-class activities shows this kind of practice has a lot of potential as it can have a positive effect on bringing up tolerance.

Issue 2 also offers two reviews of recently published monographs on different aspects of professional cross-cultural communication. Emilia B. Oswald shares her ideas and thoughts, evoked by prof. Vladimir Khairullin's research into linguistic and cultural differences among English translations of classical Russian literature and the original texts. Antonina Kharkovskaya and Yulia Starostina discuss linguistic pragmatics of intercultural professional and business communication based on the book by Elena Malyuga and Svetlana Orlova.

We hope our readers will enjoy the selection of articles chosen for Issue 2 of *PDC*. We really appreciate all the authors' contribution and would like to thank them for the quality papers they submitted.

Editor-in-Chief
Dmitry Khramchenko