

Welcome to the final issue of “*Professional Discourse & Communication*” in 2021. It presents a selection of articles by authors from Russia and Iraq, covering topics in linguistics of professional communication and practices of teaching languages for specific purposes.

The current issue comprises research papers and viewpoint essays on different kinds of professionally-oriented institutional discourse and communicative spheres, including economic discourse, online communication related to the work of professional city managers, the discourse of a professional webinar, multicultural medical discourse, numerous aspects of teaching foreign languages for specific purposes and streamlining professional-pedagogical activities of EFL teachers who work via Internet-based platforms.

Volume 3 Issue 4’s authors cover an array of problematic areas of study, namely metaphor variation and conceptual evolution of metaphors in English economic discourse, euphemisms in popular social network groups as related to the work of municipal administrators, conversational patterns and strategies of communication at a webinar, tapping into the potential of online proofreading services to enhance professional skills of ESP students, sustaining professional education in accordance with principles of quality-based system management, innovative trends in professional training, language evolution during the global pandemic, cultural and linguistic aspects of South African medical discourse.

The opening paper “Metaphor variation in economic discourse” by Tatiana V. Andryukhina focuses on the evolution of conceptual metaphors in English economic discourse of British and American quality press, driven by such extralinguistic factors, as social, economic, and scientific-technological development of society. The author also investigates, how professional career development and gender discrimination work contexts mix with other cultural peculiarities to create a unique functional-pragmatic field of professional communication, reflected in metaphor variation. Particularly noteworthy is the analysis of extensive empirical material that clearly demonstrates the significant role of evolving metaphors in the cognitive-discursive mechanism behind the generation of meaning and its perception.

In “The phenomenon of regional euphemisms and the work of city managers (the analysis of euphemisms in the Internet-based discourse)” Nelly A. Krasovskaya and Yulia I. Kuzina study the functional loading of euphemisms in discussions on social networks to find ways to optimize performance and efficiency of city managers who often use public Internet posts as a source of important feedback. The authors claim, that regional euphemism, or the use of euphemisms to veil certain local problems, its intensity, and frequency in regional public online discourse, can serve as an indicator of social tensions and problems in the perception of local residents. Thus, the research, presented in the paper, may have crucial practical application as a step towards the improvement of city managers’ professional competencies and working out the way to overcome issues, hidden in the coded semantics of euphemistic discursive elements.

In the paper “Translanguaging knowledge remotely: the analysis of an academic webinar” Mohammed Nasser Abdulsada looks into webinars as a tool to disseminate professionally relevant knowledge and a very specific type of discourse with its own linguistic and non-verbal features, conversational models, and communicative strategies. The author’s

findings reveal typical structural characteristics, style, interaction patterns of webinars and clarify the linguistic constituent of the internet-assisted cognition in exchanging valuable data among specialists in different fields of endeavor.

“Using ‘Grammarly’ to enhance students’ academic writing skills” by Nina A. Zinkevich and Tatiana V. Ledeneva is devoted to turning ‘Grammarly’, a popular AI-empowered proofreading online platform, into a valuable tool not only for assessment but also for professional skills development. The authors conduct an experiment involving a hundred essays, written by future managers, to describe the enormous educational potential of the software as both a method of self-evaluation, self-teaching, and a basis for an effective corrective course to eliminate major difficulties and common mistakes in academic writing.

Nadezhda E. Bulankina in “On continuity and readiness for education: methodology principles of quality-based system management after Helen M. Solovova” explores the synergy of innovative trends and international principles of professional education from the viewpoint of its influence on the methodology of teaching foreign languages at secondary schools in Russia. The research reveals the close connection between adequate perception of a new culture in the process of learning English and the formation of the student’s cultural identity by means of a meticulously arranged and carefully thought through pedagogical discourse and interpersonal communication in the classroom.

The paper “Innovative trends in the system of language education in the XXIst century” by Tatiana A. Dmitrenko presents an overview of the most significant trends and tendencies that are currently shaping and modifying the professional training of specialists in cross-cultural communication. The author summarizes personal teaching experience to show, that to train a highly professional individual, ready for business communication within the framework of international cooperation, it is necessary to introduce students to the new cultural reality by comparing and analyzing facts and phenomena belonging to different cultures as well as ensuring the emotional presentation of the information which contributes to its better assimilation in the memory of students.

Ludmila L. Baranova’s paper “English in the pandemic: changes and challenges” studies the evolution of English vocabulary, catalyzed by the COVID-19-related extralinguistic situation. The author analyzes the considerable amount of empirical material, selected from the modern-day discourse of mass media to outline the newly coined abbreviations and compounds that have a strong impact on social verbal interaction, including professional communication (especially neologisms describing people’s work arrangement during the pandemic).

Volume 3 Issue 4 also features a review of “Communicating across cultures and languages in the health care setting”, a monograph on professional communication in the multilingual and multicultural sphere of medicine in South Africa.

We hope our readers will enjoy the selection of papers chosen for the current issue of the journal. We really appreciate all the authors’ contributions and would like to thank them for the quality papers they submitted.

Editor-in-Chief
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