

BREAKING BARRIERS AND BUILDING BRIDGES: THE POWER OF LANGUAGE IN A GLOBALIZED WORLD

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We are pleased to present the inaugural issue of “*Professional Discourse & Communication*” for the year 2023. As we embark on the fifth volume of our journal, PDC continues to serve as a comprehensive platform that convenes researchers from a diverse range of disciplines with a shared focus on language and speech in professional institutional interaction. This journal’s mission is to foster an environment that facilitates interdisciplinary knowledge exchange among specialists in functional linguistics, pragmatics, discourse studies, stylistics, rhetoric, sociolinguistics, cognitive linguistics, cultural studies, language teaching and learning, and related fields that exhibit scientific interest in multiple aspects of professional communication. Our goal is to advance the publication of thought-provoking, high-quality research that covers a wide range of topics with broad appeal, while also offering a platform for both novice and seasoned scholars to showcase their work. As such, the editorial team cordially invites all our esteemed readers to submit their original research manuscripts in the aforementioned areas and to propose special issues in emerging topic areas of importance to the field.

Volume 5 Issue 1 of “*Professional Discourse & Communication*” presents a selection of articles by authors from Saudi Arabia, Algeria, and Russia, covering topics in linguistics of professional communication and practices of teaching languages for specific purposes. The current issue comprises research papers, literature overviews, and viewpoint essays with a focus on analyzing conversation in the Arab world, exploring gender differences in apology strategies in Algerian Arabic, examining the evolution of English business discourse, defining the pragmatic meaning of sarcasm in confrontational American film discourse, resolving the problem of synonymy in the development of art history term semantics, describing the role of digital resources in teaching professional communication, and identifying opportunities to develop soft skills in online foreign language teaching, all of which have implications for effective professional communication. The selected articles aim to provide new insights and knowledge on different aspects of language and communication, with implications for professional communication, teaching, and understanding cultural differences. The articles also explore the interplay between language and society, cognition, and technology, highlighting the importance of effective communication and relationship-building in various professional and social settings.

The opening article “Mapping Conversation Analysis Studies in the Arab World: Applications and Implications” by Haifa Al-Nofaie presents a scoping review of the conversation analysis approach in the Arab world. The study examines the use of conversation analysis (CA) by Arab linguists in foreign language classrooms and social interaction settings, identifies gaps in the relevant literature and offers guidance for future research. The findings provide insights into how learning opportunities might be developed to facilitate

teachers' professional training and important features of human interaction such as topic shifting, ending conversations, and the functions of religious markers. The major result of this review is the classification of CA studies in the Arab world into two types: CA studies for pedagogical purposes and for socialization. The review demonstrates that while the CA approach is not a common research direction among Arab researchers, its implementation by Arab researchers has been gaining attention recently. The author concludes by discussing the challenges in implementing conversation analysis and calling for future research on this promising approach to enhance both casual and professional communication in the Arab world.

Noureddine Derki's "On Gender and Apology: Case of Algerian Arabic" investigates the impact of gender on apology strategies in Algerian Arabic. The study resorts to a discourse completion task to collect data from 60 participants. The results of the research reveal that male and female Algerian speakers employ seven primary apology strategies, and gender plays a significant role in their usage. Male participants tend to use confrontational strategies like kinship, minimizing the offense, and blaming the victim, while female participants prefer compassionate strategies like explanation and invoking Allah's name. The author provides new insights into the role of gender in the choice of apology strategies in Algerian Arabic and highlights the lack of research in this area within the Arabic language, particularly in North African countries. The findings of this study have significant implications for professional communication in the region, as understanding cultural differences in apology strategies is crucial for effective communication and relationship-building.

"An Unconventional Turn: A Linguosynergetic and Diachronic Study of Evolving English Business Discourse" by Dmitry S. Khramchenko and Alexandra V. Radyuk analyzes the transformational changes observed in English business discourse over time using methodologies such as functional linguistics, linguosynergetics, and diachronic analysis. The study delves into the evolutionary dynamics of business communication, examining the extralinguistic factors that drive the inner discursive mechanisms of self-regulation and modification of the functional field. The research reveals that the rise of new tendencies in social and political life, coupled with the historical development of British and American societies, has sparked changes in the cognitive models of structuring speech behavior in business verbal interaction. New trends have emerged, including simplification, deregulation, deviation from communicative norms of standardized Business English, and popularization of unconventional, non-standard business rhetoric. The paper concludes that functional-pragmatic deregulation is the most significant phenomenon of the evolution of English business communication, which sets the vector for further development of the functional field of business discourse. The research sheds light on the complex interplay between language, society, and cognition in shaping business communication and can be used to help EFL students understand the nature of modern rhetorical devices to react to them appropriately.

The article "The Influence of Online Format on Forming Soft Skills in Foreign Language Teaching" by Marina V. Vorontsova, Evgeniya V. Klyukina, and Marina V. Ziza aims to identify opportunities to develop soft skills in online foreign language learning, which has become prevalent due to the pandemic and the increased availability of higher education to those who cannot attend in-person classes. The research focuses on distance learning and demonstrates which soft skills can be developed in this format, the preferred typology of exercises for this task, and how to mobilize active attention in distance edu-

cation. The authors prioritize tasks and assignments targeting soft skills such as creativity, learnability, critical thinking, and collaboration, with independent student work gaining more importance. The study concludes that online lessons should emphasize autonomous work performance over primary educational elements, and the results can form the basis for developing foreign language methodology in distance instruction. The findings emphasize the importance of developing soft skills in online foreign language learning, which are essential for effective professional communication in a globalized world, and lead to the conclusion that developing and cultivating soft skills is essential and feasible through online or hybrid formats, which are potential options for higher education. Creative tasks and flipped learning educational technology can boost productivity in online foreign language classes.

Daria S. Pleshkova's "Unveiling the Language Techniques Behind the Pragmatic Meaning of Sarcasm in American Confrontational Film Discourse" aims to explore the pragmatic meaning of sarcasm and its expression in confrontational American film discourse, specifically in the popular television series "This Is Us." The study investigates the linguistic devices used to achieve the pragmatic effect of sarcasm in American English and the methods of conveying this rhetorical phenomenon in Russian. The analysis identifies prosodic and stylistic techniques, such as intonation and repetition, as the primary means of achieving the pragmatic effect of sarcasm in confrontational discourse. The article also discusses the professional challenges of translating sarcasm, which often relies on culture-specific references and linguistic nuances, into another language. The research sheds light on the significance of sarcasm as an effective tool for satire and stylistic expression in American English and provides insights into its pragmatic functions in confrontational discourse.

The article "Digital Educational Resources in Teaching Professional English Communication" by Olga V. Desyatova and Olga A. Andrianova explores the role of digital educational resources in teaching professional communication in non-linguistic universities. The authors apply theoretical and empirical methods of analysis to classify digital resources based on their accessibility and study the ways of applying the communicative approach in teaching foreign languages for special purposes. The study also analyzes the results of a survey conducted among students about the experience of using a multimedia programme based on Moodle educational software platform, as part of a business English course. The authors conclude that the use of computer technology with a well-planned training programme not only makes the process of learning a foreign language more attractive and interesting to students but also contributes to a more effective development of their receptive and productive skills. The research highlights the importance of blended learning, where traditional teaching methods are combined with digital resources to enhance the quality of education. The article will be useful in developing further approaches to integrating digital resources in teaching foreign languages for specific purposes.

The article "Synonymy of Art History Terms: Synonyms, Variants or Competitors for a Place in the System" by Svetlana V. Ivanova and Polina E. Dovgopiat examines the development of term semantics in art history by analyzing the synonymous relationships among three units: astronomical art, cosmic art, and space art. The authors use various methods, including definitional analysis, semasiological analysis, and contextual analysis, to determine the features of these terms and track their semantic processes as they are terminologized. While these units initially entered professional communication as synonyms, they are breaking out of the scope of synonymy and developing distinct meanings. The study concludes that these terms have solidified their place in professional communication, but

their semantics continue to evolve. The paper highlights the contradictory tendencies that characterize the existence and functioning of synonymous terminological units in their formation phase. The authors suggest that the case of astronomical art, cosmic art, and space art demonstrates how lexical units acquire and strengthen their terminological status when incorporated into professional communication.

The field of professional discourse and communication continues to grow and evolve, as researchers from diverse backgrounds and areas of inquiry explore the many complexities of language use in professional settings. The editorial team of this journal is committed to publishing high-quality research that advances our understanding of this important topic, and PDC will continue to serve as a platform for scholars to exchange ideas and insights.

Looking ahead, we are excited to continue to expand the scope and reach of this journal. We invite submissions from scholars in a wide range of disciplines. We also encourage proposals for special issues on topics of emerging importance to the field.

Finally, we would like to express our gratitude to the authors who have contributed to this issue, as well as to the reviewers who have generously given their time and expertise to help maintain the high standards of our journal. We hope that readers will find the articles in this issue to be thought-provoking, engaging, and informative, and we look forward to receiving your feedback and suggestions for future issues. Thank you for your continued support of “*Professional Discourse & Communication*”.