

FROM SHAKESPEARE TO MASS MEDIA: BRIDGING LINGUISTIC AND CULTURAL BOUNDARIES IN DIVERSE ACADEMIC AND PROFESSIONAL DOMAINS

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Welcome to Volume 5 Issue 2 of *Professional Discourse & Communication*. This issue explores the theme of bridging linguistic and cultural boundaries in various academic and professional domains. Language and culture shape our communication practices in both personal and professional contexts. But how can we communicate effectively across multiple differences in a world that is more diverse and interconnected than ever before? And how can we navigate the challenges and opportunities that arise from working and interacting with individuals from different backgrounds? Issue 2 examines these questions and more, as it showcases how language and culture influence communication practices in different types of professionally-oriented discourse, and shares effective strategies for enhancing understanding and collaboration.

This issue covers a diverse range of topics related to professional discourse and communication, including evidentiality in mass media texts and the role of multimodal means, political discourse in Germany and the manifestation of national identity, the interpretational circle method and Shakespeare's non-dramatic texts, connotative meanings of colors in Algerian culture, and hyperbole as a satirical technique in English-language science fiction and its translation challenges. Additionally, the issue presents innovative approaches to teaching foreign languages, such as the Content and Language Integrated Learning (CLIL) method, and focuses on teaching modern Russian literature to foreign language students. These articles offer valuable insights for professionals working in the fields of language education, linguistics, media and cultural studies.

Readers interested in language, culture, and literature will find this issue informative and engaging.

PDC's Volume 5 Issue 2 shows how professional communication studies enrich various research domains. The articles explore the sphere of mass media, political discourse, Shakespearean works, cultural meanings of colors, and translation challenges, demonstrating the value of professional communication skills for analyzing and understanding different texts and contexts. Professional discourse inquiry enables individuals to handle complex communicative situations, respect different perspectives, and express messages with accuracy and clarity. These skills are essential for interpreting linguistic and cultural nuances, creating innovative teaching methods for foreign language learners, and communicating intricate ideas across cultural and linguistic barriers. This issue highlights the key role of professional communication studies in enhancing verbal interaction and promoting intercultural understanding in many academic and professional fields.

Dmitry V. Kozlovsky's opening article "Evidentiality in the Age of Multimodal Communication: A Linguosynergetic Analysis of Mass Media Texts" explores how modern mass media discourse uses more than words to show the source and reliability of information. The author calls this evidentiality, a type of modality that tells us how trustworthy

the information is. He uses linguosynergetic analysis and various methods to examine how multimodal means, such as nonverbal components, visual modus, and hyperlinks, add to and change the meaning of linguistic evidential markers and affect readers' judgments of the information. The article looks at different discursive contexts from various mass media genres and definitions from online dictionaries of modern English to reveal the complexity of evidentiality in mass media discourse. The findings show that multimodal means can make evidential semantics richer and more expressive and work together with linguistic indicators of evidentiality to achieve the journalists' communicative goals. The research also demonstrates the importance of multimodal means in creating meaning beyond words and how they influence the reader's interpretation of the information. The article is relevant for media professionals and other fields where effective communication is crucial, such as law, healthcare, and education, highlighting the importance of considering multimodal means in conveying meaning beyond words, which is especially relevant in professional contexts. By exploring how multimodal means can be used to enhance evidential semantics, the study provides important ideas about the complexities of professional discourse and communication.

In today's rapidly changing political landscape, the role of language in shaping and reflecting societal values and identities is becoming increasingly apparent. This has led to the emergence of the interdisciplinary study of political discourse as a crucial area of research for linguists and political scientists alike. Marina A. Chigasheva, Maria A. Yelizaryeva, Vera A. Nagumanova, and Ekaterina A. Makushkina present an insightful analysis of political discourse in Germany in their article "Language, Politics, and Identity: An Interdisciplinary Investigation of Modern Political Discourse." They used a multidisciplinary approach to examine public speeches by leading German politicians at international and national events. Their findings reveal how linguistic and political science studies can work together to provide a nuanced understanding of the manifestation of national identity in political discourse. The authors' interdisciplinary analysis highlights the importance of collaboration between different fields to deepen our understanding of the complex relationship between language, politics, and identity in the modern political landscape.

In "Interpretational Circle as the Key Principle of the Philological Investigations of William Shakespeare's Non-Dramatic Texts", Andrey A. Lipgart challenges us to rethink how we approach William Shakespeare's non-dramatic texts. He argues that these texts are not mere literary artifacts, but windows into the mind and world of the greatest playwright in history. The article proposes that we use an interpretational circle method to uncover the hidden meanings and messages in Shakespeare's sonnets and narrative poems. This method requires to use critical thinking, research skills, and literary analysis to connect the dots between the texts and their historical and cultural contexts. But that's not all. Professor Lipgart also reminds us that Shakespearean studies demand a range of other professional competencies, such as the ability to navigate complex literary texts, interpret biographical information and sources, apply interdisciplinary knowledge and theories, and appreciate Shakespeare's language and translation issues. The article is a testament to the richness and complexity of Shakespeare's non-dramatic texts and the skills needed to explore them.

In the article "Connotative Meanings of Color in Algerian Culture: Case Study of Red and Yellow", Nouredine Derki explores how the colors red and yellow can mean different things in Algerian culture. The author argues that these colors are not just visual elements, but cultural symbols that convey various meanings in different contexts. Using a pragmat-

ic perspective, the study examines how these colors are used and interpreted in Algerian press, TV shows, and social media. The author also conducts a Discourse Completion Task questionnaire among both male and female Algerian students to find out the appropriate meaning of each color in different situations. The study's findings uncover the cultural connotations and symbolism of colors in Algerian society. They hold significance for professionals, such as those in advertising, marketing, and international business, who need to communicate and comprehend effectively across cultures.

In "Stretching Reality: Exploring Hyperbole in Anglophone Satirical Science Fiction Literature and Its Translation," Alina Yu. Ievleva and Dmitry S. Khramchenko delve into the fascinating world of hyperbole as a satirical technique in English-language science fiction and the complexities of translating it into Russian. Through meticulous linguistic and translation analysis, the authors reveal the multifaceted nature of hyperbole and its power to create satirical effects, accentuating the author's viewpoint and provoking critical thinking among readers. Centering their research on one novel and its two translations, the authors identify two unique forms of hyperbolic exaggerations. Their findings underscore the crucial role of professional translators in recognizing and conveying hyperbole to maintain the writer's intended meaning. This article not only sheds light on the importance of hyperbole in science fiction but also addresses the challenges faced during its translation. It offers valuable insights into the artistry of hyperbole as a tool for tackling real-world issues and captivating readers, making a contribution to the fields of both science fiction studies and the theory of translation.

Inna A. Pronicheva's "Bringing Modern Russian Literature to Life: An Innovative Textbook Using Content and Language Integrated Learning for Students of Russian as a Foreign Language," advocates for a novel approach to teaching modern Russian literature. By employing Content and Language Integrated Learning, the author underscores the benefits of merging language and content instruction, thereby affording students the opportunity to simultaneously cultivate their linguistic and cultural competencies. The meticulously designed textbook, described in the article, encompasses an array of authentic texts and materials suitable for both in-class and homework assignments for students studying Russian as a foreign language. This method not only bolsters learners' comprehension and appreciation of modern Russian literature but also enhances their language proficiency. The article offers a much-needed perspective on the effective application of CLIL for teaching literature to foreign language students, making it an essential read for educators seeking to refine their pedagogical techniques in this domain.

At the end of the issue, Sofia Bakaeva and Ekaterina Samorodova present a report on the First International Scientific and Practical Conference titled "Professional Polylogue in a Multilingual World: Language, Culture, Method." The conference brought together researchers and practitioners in the field of linguistics of professional communication and education from different countries to reflect on the current trends and problematic areas of professional interaction and foreign language teaching.

Finally, the editorial team would like to express their 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 the journal. We hope that readers will find the selected articles 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".