Global Tapestry of Professional Discourse:
Multidisciplinary Explorations in Media, Politics,
and Online Discourse

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Welcome to Volume 5 Issue 3 of *Professional Discourse & Communication,* where we guide you on an enlightening journey through the dynamics of language and speech across assorted professional and institutional milieus. This issue presents high-quality research and inventive methodologies from a plethora of disciplines and viewpoints.

Our journal is committed to cultivating conversation among experts spanning functional linguistics, pragmatics, discourse studies, stylistics, rhetoric, sociolinguistics, cognitive linguistics, cultural studies, and beyond. Additionally, we strive to empower emerging scholars, ensuring a diverse and comprehensive presentation of ideas and insights within the sphere of professional communication.

As we venture into our fifth volume, *PDC* steadfastly maintains its devotion to providing articles characterized by originality, meticulousness, and pertinence. By featuring these works, we aspire to ignite intellectual inquisitiveness and provoke enriching discourse across both well-established and burgeoning fields of interest.

Volume 5 Issue 3 of *Professional Discourse & Communication* comprises a collection of articles from contributors originating in Iran, Tanzania, and Russia. This installment seamlessly connects diverse communicative realms, including modern journalism, mass media, political discourse, online communication, and professional video blogging.

We are thrilled to unveil this special issue, centered around the theme **"Public Discourse and Professional Media Narratives: Examining Linguistic Patterns in Journalism, Political Discourse, and Internet Communication."** This anthology of research articles and opinion essays reveals fascinating discoveries and trailblazing conceptual observations at the crossroads of linguistics, media studies, and political discourse, grounded in the ever-growing imperative to grasp communication across both conventional and nascent digital media.

The special issue delivers a treasure trove of modern scholarly productions, delving into the multifaceted and evolving essence of professional media narratives, influenced by the myriad contexts of journalism, political discourse, and internet communication. Through the compilation of these investigations, we endeavor to enhance comprehension of public discourse mechanics, proffering important perspectives for academics, practitioners, and the wider public.

We are confident that this special issue will catalyze continued debate, cooperation, and research into the impact of language and communication on shaping public sentiment and informing future analyses of professional media narratives spanning a range of platforms. This issue explores a variety of subjects related to professional discourse, encompassing discussions on journalism's metaphorical interpretations, media's use of Heaven and Hell metaphors, the role of language and education in global professional discourse, metaphorical and invective language in online political discourse, Tanzanian presidents' commu-

nication strategies surrounding COVID-19 vaccines, linguistic manipulation in German political discourse, corpus analysis of near-synonyms, and the distinct linguistic features observed in YouTube blogs for car enthusiasts.

In the opening research paper, titled "Journalism's Power of Discourse: Be it Through a Periscope or Kaleidoscope," Zahra Sadat Roozafzai delves into the intricate world of journalism and its profound influence on readers' perceptions and interpretations. Employing a phenomenological design, the study explores the captivating interplay between fictional and non-fictional journalism, drawing parallels with the metaphorical elements of periscopes and kaleidoscopes. With a deep-rooted focus on Post-Truth and Linguistic Relativism, the paper examines how journalism's discourse holds the ability to shape and mold the readers' understanding of reality. Through an engaging and eloquent narrative, the author emphasizes the significance of literary journalism, where imagination, subjectivity, and intuition blend harmoniously to captivate and inform audiences. This research offers a fresh and enlightening perspective on the ever-evolving landscape of journalism, leaving readers with a profound appreciation for the power of journalistic discourse.

Yulia Filyasova's "Exploring the Functional and Semantic Fields of 'Heaven' and 'Hell' Conceptual Metaphors in Media News Headlines" offers a comprehensive and insightful analysis of the use of metaphors in media discourse, specifically focusing on the contrasting metaphors "heaven" and "hell." The study explores the nature of these metaphors, shedding light on their functional and pragmatic roles in communication. By examining a diverse range of headlines from BBC and The Guardian, the paper uncovers the ways in which these metaphors shape the perception of news events and elicit emotional responses from readers. Moreover, the research highlights the critical role of metaphors in framing and conveying complex issues to a broad audience. With its meticulous examination of language usage in the media and its relevance to professional discourse and communication, this paper makes a valuable contribution to our understanding of the interconnectedness of language, metaphor, and public discourse.

In "The Conceptual Matrix of Media Linguistics in the XXI Century: A Case Study of The PIE News," Antonina A. Kharkovskaya and Anastasiya A. Golubykh explore the interrelation between language, education, and the shifting dynamics of professional discourse on a global scale. With a focus on English-language mass media texts, the authors dissect how linguistic markers within these texts mirror the evolving landscape of professional international education. Their examination unveils the emergence of short-term educational projects designed to enhance workforce mobility, highlighting the adaptability of education to the demands of a rapidly changing job market. Furthermore, the paper shines a spotlight on the geopolitical reorientations of countries, revealing their pursuit of economic opportunities through educational expansion to distant regions. This research offers important insights into the intersections of professional discourse and education, contributing significantly to our understanding of the ever-changing field of professional communication and education.

In "Metaphor as Invective in the Genre of Internet Commentary: A Focus on German Political Discourse," Daria Kuchina studies the intriguing world of invective language and metaphors in online discourse, particularly within the realm of political communication. Drawing on extensive linguistic analysis, the study sheds light on how individuals employ metaphors related to warfare and opposition to express their opinions and engage in rhetorical battles within digital platforms. What makes this research noteworthy is its insightful

exploration of the interaction between linguistic strategies, social contexts, and the construction of adversarial relationships in online discussions. While the study's primary focus lies in understanding the subtleties of aggressive language use, it also opens the door to broader discussions about the dynamics of professional and political discourse in the digital age. As a valuable addition to the field of discourse analysis and communication, this research paper invites professionals and scholars to rethink the complicated ways language influences contemporary dialogues in both academic and practical spheres.

"Strategies of (De)Legitimation of COVID-19 Vaccines in Tanzanian Political Speeches" by Judicate J. Selenya offers a critical analysis of the communication strategies employed by two Tanzanian presidents, the late President Magufuli and current President Samia Suluhu Hassan, as they navigated the complex landscape of COVID-19 vaccination. The study investigates how these leaders utilized discourse to either legitimize or delegitimize COVID-19 vaccines in the critical year of 2021. By comparing and contrasting their approaches, the research sheds light on the profound influence of political ideologies on public perception and response to vaccines. This timely contribution provides perspectives into the role of political leadership in shaping public health communication during a global crisis and underscores the importance of effective discourse in achieving successful vaccine acceptance and, ultimately, public health outcomes. Don't miss this enlightening exploration into the power of words in shaping our responses to one of the most significant health challenges of our time.

Elena Shesterina's "Newspeak in Contemporary German Political Discourse" presents a comprehensive linguistic analysis of the intricacies and strategies employed within German political discourse, particularly focusing on the phenomenon known as "newspeak". The study digs deep into the sphere of linguistic manipulation, exploring how politicians employ language to obscure, reinterpret, and influence public perception. By carefully examining linguistic devices, rhetorical tactics, and the peculiarities of communication strategies, this research sheds light on the synergy of language and politics. It offers crucial ideas about the ways in which politicians craft their messages and navigate the terrain of professional communication to achieve their goals. Through a critical examination of language use in political contexts, this paper contributes to our understanding of professional discourse, providing essential knowledge for scholars and practitioners in the field.

In "Corpus Analysis as a Means of Meaning Disambiguation: Collocational Analysis of Near-Synonyms of the Verb 'Destroy'," Svetlana Ivanova and Svetlana Medvedeva explore the semantics of near-synonymous verbs related to the concept of "destroy." The study goes beyond surface-level synonymy to uncover the distinct clusters of nouns that these verbs commonly collocate with, revealing their nuanced usage in different contexts. By examining various domains such as politics, society, values, and more, the paper provides insights into how these verbs are employed in professional discourse. This research not only contributes to the field of linguistics but also offers practical applications for understanding and analyzing language in a wide range of professional and societal settings. It exemplifies the power of corpus analysis in unraveling the complexities of language usage, making it a compelling addition to the discourse on language and communication.

Dmitry Zaslavnov and Galina Matveeva's "Bloggers' Speech Behavior: Analysis and Diagnosis of Personal Traits from the Perspective of Implicit and Functional Pragmalinguistics" presents a detailed analysis of communication strategies and linguistic features employed by a specific group of professional content creators within the realm of automo-

tive enthusiasts on Youtube. Focusing on video bloggers who passionately discuss retro cars, particularly the "Moskvich" brand, the study explores the complex world of online discourse. By applying both functional and hidden pragmalinguistic approaches, the author uncovers the ways in which these content creators engage with their audience. The paper not only reveals the communication dynamics within this specialized community but also offers a closer look at the broader field of blogger's professional discourse. It highlights the role of humor, sarcasm, and self-irony in conveying information, while also showing dedication to presenting content in an engaging and relatable manner. This research contributes significantly to our understanding of linguistic strategies in professional discourse and provides a unique glimpse into the world of retro car enthusiasts' online communication.

As we conclude this special issue, the editorial team would like to express our appreciation to the authors who have enriched the journal with their original and insightful research, and to the reviewers who have offered their valuable feedback and expertise to uphold PDC's quality. The editorial team invites all of our readers to join us in advancing the field of professional communication by submitting their work for future issues. We also welcome proposals for special issues, which can highlight the emerging topics and trends that shape and challenge the dynamic landscape of professional communication. By creating a collaborative, diverse, and inclusive space, we can explore the complexities of modern communication and foster a deeper understanding of the world around us.