

INTRODUCTION TO VOLUME 6 ISSUE 4

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Welcome to Volume 6, Issue 4 of “*Professional Discourse & Communication*,” a collection of innovative and thought-provoking studies that explore various aspects of political rhetoric, cinematic discourse, health communication, language policy, and linguistic structure. This issue presents a set of articles that highlight the significant influence of discourse in transforming our understanding of the world, affecting our behaviours, and constructing social reality. From the manipulation in political speeches to the structures governing film discourse, from the framing of health crises in media reports to the re-evaluation of language proficiency requirements, and the grammatical structures of under-researched languages, the featured articles by authors from Ghana, Russia, Ethiopia, and Nigeria offer important perspectives on the recurrent theme of the issue – the power of communication in professional and institutional discourses.

The opening paper “*Manipulative Strategies in Political Discourse: A Critical Discourse Analysis of Mahamudu Bawumia’s Speech in Ghana*” by Abdullai Abubakar sets the stage by introducing the theme of discourse analysis and its critical application in studying political communication. It provides a foundational explanation of how discourse can be manipulated to influence public perception, which is also a theme of several other articles of this issue. Using van Dijk’s ideological square framework, the author analyzes a speech by Ghana’s Vice-President, revealing the linguistic strategies used to manipulate public opinions and consolidate political power. The study shows how political language reflects and constructs power relations and social disparities. This research emphasizes the need for critical engagement with political rhetoric, especially in communicative situations where language can influence electoral outcomes. The article is a must-read for scholars of political communication and anyone interested in understanding the functional, pragmatic and cognitive mechanics of language in the discourse of professional politicians.

Following the political discourse analysis, Vladislav Anisimov’s “*The External Hierarchy of French Film Discourse*” extends the discussion to the cultural and socio-political extralinguistic environment of film discourse. The author’s research identifies elements that define the thematic and narrative choices in French cinema, e.g., artistic works, folklore, historical events, and philosophical texts. The study demonstrates how socio-political phenomena influence cultural elements and how film discourse interacts with other forms of communication such as advertising, music, and the internet. By establishing the hierarchical position of film discourse, Anisimov offers a framework for analyzing cultural and artistic forms, enriching our knowledge of the relationship between film, culture, and society. This study highlights the interdisciplinary nature of discourse analysis and its ability to reveal the connections between artistic expression and social processes.

“*Lexicalisation in Media Reports of Recurrent Diphtheria Outbreak in Nigeria: Implications for Health Communication*” by Opeyemi Emmanuel Olawe builds on the themes of discourse and cultural influence by focusing on media discourse and its impact on public health communication. The author examines how Nigerian newspapers framed the recent

diphtheria outbreak, showing the influence of lexical choices on public perception and response to health crises. The study analyzes various media frames, such as “Health Crisis,” “Victim,” and “Government Response,” demonstrating how specific lexical phrasing can predetermine public opinions. Olawe’s elaborate use of frame theory and lexical priming theory puts focus on the media’s role in health-related discourse, advocating for responsible reporting and collaboration between health authorities and mass media outlets during health-related disasters. This research is timely and relevant, offering necessary recommendations for policymakers, health practitioners, and media professionals.

“*Beyond Language Barriers: Rethinking English Proficiency Requirements for Nigerian Graduates*” by Abideen David Amodu, Kingsley Okwuruoha Ikeokwu, and Adaku Chinenye Amaechi shifts the focus to language policy and its implications for education and professional pedagogical communication. It addresses a specific issue related to language proficiency and its impact on access to international education, offering a different perspective on discourse and communication barriers. The article challenges the necessity of international English proficiency tests for Nigerian graduates and argues that their extensive exposure to English in the country should be sufficient. Through a survey of Nigerian graduates, the authors show that these tests are perceived as unnecessary and financially burdensome. Their research calls for an approach to language proficiency requirements that considers linguistic realities and promotes equitable access to international education. This article starts a conversation about fairness, equity, and global education goals, and also urges those in power to reconsider language policies that may create obstacles for students from countries like Nigeria.

Mitike Asrat, Girma Mengistu, and Endalew Assefa’s “*The Structure and Function of Yemsa Adverbial Clauses: An Empirical Study*” fills a gap in the linguistic literature by analyzing adverbial clauses in Yemsa, an Omotic language spoken in southwestern Ethiopia. Using data from native speakers, the authors describe the syntactic and morphological characteristics of these clauses, identifying adverbial subordinators and their functions in expressing temporal, locative, manner, reason, and purpose relations. This study contributes to what we know about linguistic diversity and the workings of human language, as well as emphasizing the importance of documenting and analyzing under-researched languages. Moreover, the results of this research demonstrate the relevance of linguistic structures in professional discourse, considering how the precise use of adverbial clauses can enhance clarity and cohesiveness for communication in different professional spheres, from legal and medical fields to educational and technical areas. Linguists and language enthusiasts alike will find this article a compelling addition to the field of syntax and morphology.

“*Metaphorical Conceptualization of Sadness in Wolaita*” by Faskal Faranso Faltamo, Derib Ado Jekale, and Mulugeta Tarekegne Tsegaye explores the metaphorical conceptualization of emotions, specifically sadness, in a rare language of Wolaita. It provides a cross-cultural and cognitive-linguistic approach that explains how language defines emotional experiences, tying together the themes of discourse, language, and communication in a delicate and reflective manner. The authors examine how the Wolaita people of Ethiopia conceptualize sadness through metaphorical expressions in their language, applying the framework of Conceptual Metaphor Theory. Metaphors such as “sadness is pain,” “sadness is fluid,” and “sadness is a gift” reveal both shared patterns and culturally specific ways of perceiving emotions. This research is connected directly to the study of professional

communication by offering examples of how emotional language is formed by culture. In professions such as psychology, anthropology, and international relations, recognizing these conceptual frameworks is critical for clear and empathetic interaction. By analyzing how emotions are expressed in Wolaita, this study emphasizes the importance of the cultural background of professional discourse and encourages further exploration of emotion metaphors in communication in different languages and societies.

Lastly, in the “Conference Report” section of this issue, Victoria Malakhova overviews the main discussions at the International Scientific Conference “English Studies in the Third Millennium: New Approaches and Development Trends”, which was held on October 3-5, 2024 in Minsk, Belarus.

As always, this issue of “*Professional Discourse & Communication*” reflects our commitment to publishing high-quality, interdisciplinary research that advances the studies related to professional discourse and institutional verbal interaction. We invite our readers to engage deeply with these studies, reflect on their implications, and consider how they might inform future academic research and practical applications in their respective fields.