INTRODUCTION TO VOLUME 7 ISSUE 1

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As we begin the year 2025, *Professional Discourse & Communication* presents its first issue of Volume Seven, continuing the journal's dedicated focus on the linguistic and pedagogical aspects of professional and institutional communication. Volume 7 Issue 1 brings together a collection of substantial research papers and empirical studies, each rigorously exploring the sphere at the intersection of language, technology, and professional practices. These articles offer both theoretical advancements and applied findings, directly relevant to researchers and practitioners in the numerous fields of professional discourse and language pedagogy.

The issue covers such topics as rhetorical persuasion, discourse typology, the impact of digitalization on professional interactions, re-evaluation of traditional professional communicative norms in response to technological advancements and changing societal expectations, as well as cross-cultural and cross-linguistic communication challenges, particularly in machine translation and international academic outreach. The articles collectively encompass academic promotional discourse, language teaching and educational discourse, economic media discourse, and online business communication.

Elena Solntseva's opening article, *"Contextually Determined Coherence as a Backbone to Discourse Typology,"* tackles a fundamental theoretical problem of establishing a robust typology for all the different forms of discourse encountered in professional situations. The author proposes a novel and systematic approach, centering on contextually predetermined coherence as the foundational principle for a comprehensive typology. Her work meticulously differentiates cognitive-semantic, -pragmatic, and -structural coherence, offering a powerful analytical tool for scholars of functional linguistics, pragmatics, semantics, and semiotics, seeking to classify and understand the varied nature of professional communication. This article provides a crucial theoretical grounding for further applied research in this journal's scope.

Building upon this theoretical base, Irina Khoutyz's study, *"Functions of Enumerations in Promotional Academic Discourse: Inquiry into Graduate Program Announcements,"* offers a detailed analysis of a very specific professional genre: academic program announcements. Focusing on graduate program promotions from leading Russian universities, the author uses a mixed methodology to reveal the linguistic functions of enumeration from a strategic perspective. The presented findings demonstrate how enumeration acts as a crucial rhetorical device in this genre to describe program features, clarify benefits, and positively impress international applicants. Irina Khoutyz's research directly addresses the communicative strategies of creating a pragmatic effect of persuasion in academic promotional discourse, a vital, yet often overlooked, area in professional communication studies.

Moving into the ever-complex area of media and professional language use, Elvira Shubina and Tatyana Pugacheva contribute *"The Variable Potential of the German Proverb 'Geld allein macht nicht glücklich' in the German Economic Media Discourse."* Their article examines the linguistic adaptability of a well-known proverb in German economic

journalism. Through corpus analysis, they identify and categorize various modifications of the proverb, demonstrating its communicative flexibility and persuasive pragmatic load in conveying economic commentary to a broad public. This study highlights the skillful deployment of figurative language in professional media discourse and its connection to cultural perceptions.

Turning to the transformative influence of technology, Svetlana Bogolepova's article, *"Potential of Artificial Intelligence Tools for Text Evaluation and Feedback Provision,"* investigates the practical implications of generative AI in the educational sphere. Through a systematic review of current research, the author comes up with a balanced evaluation of AI's capacity to assess student writing and deliver feedback in foreign language instruction. Her analysis clarifies both the potential benefits and inherent limitations of AI tools in professional educational practices, emphasizing the undeniable importance of human expertise in guiding and refining technology's role in verbal interactions. This article speaks directly to the constantly enlarging toolkit of modern professional educators.

Continuing with the theme of technological influence on professional language, Elena Chistova's study, *"Principles of Developing a Chinese-Russian Polysemantic Dictionary as a Means of Improving Interpretability of Neural Machine Translators,"* addresses a critical problem of cross-language professional communication: machine translation of polysemous words. Focusing on the demanding Chinese-Russian language pair, the author proposes innovative principles for creating specialized dictionaries designed to enhance the accuracy and interpretive power of neural machine translation systems. The article directly deals with the linguistic complexities of automated translation and provides concrete strategies for improving human-machine communication.

Finally, Svetlana Ivanova and Oxana Nosova's article, *"Modification of Culturally Determined Features of Professional Communication in the Context of Online Communication,"* examines the transforming cultural norms in online professional verbal interactions. Analyzing financial teleconference transcripts from a major American corporation, they explore how online platforms are modifying culturally ingrained aspects of anglophone business communication, specifically focusing on the concept of 'distancing.' The authors' research reveals a noticeable trend toward less formal and more immediately engaged communication styles in digital professional discourse, which reflects the functional-pragmatic evolution in professional communicative conduct.

We extend our sincere appreciation to all the authors for their significant contributions to this volume. We are confident that the research presented here will offer valuable reading for academics, practitioners, and anyone interested in the field of professional discourse and communication.