EDITORIAL

Welcome to Volume 2 of Professional Discourse & Communication – the platform that provides researchers and practitioners with the most up-to-date comprehensive and important research in the sphere of professional communication, paying special attention to modern linguistic approaches as well as the perspective of teaching methodology and acquisition of foreign languages for specific purposes. PDC's editorial board hopes to continue to promote well-written high-quality papers with broad appeal, publishing theoretical overviews, research articles, viewpoint essays, book reviews and conference reports to inform readers about the latest trends and news within the topical scope of the journal.

Issue 1 covers an array of problematic areas of study including the mechanisms and consequences of speech manipulation in American political discourse and German mass media; professional linguistic tools of creating, whitewashing or, on the contrary, demonizing the public international image of a country; effective communicative strategies to be used during a business meeting in an English-speaking environment; multiple issues of mixing the language codes as a specific writing and narrative technique; cultural and language interference in versatile communities with different sets of languages and ways to overcome this communicative barrier through adjusting the educational process; peculiar aspects of Russian dialectal professional discourse of foresters from the Urals region.

The opening paper "Dynamics of the Cold War concept's figurative component in the US political discourse" by Nikita Kovalev focuses on the constantly evolving concept of the cold war in the consciousness of American citizens and the repercussions that this cognitive and discursive evolution has on the minds of native-speaking people and their world outlook. The author carries out meticulous diachronic analysis of the verbal representation of the concept's figurative component in American press at different historical stages of the confrontation between the US and the USSR, thus revealing the most common types of metaphors involved in the creation of the figurative imagery to back political ideological ideas behind the cold war, persuasive pragmatic potential of metaphorical fragments in mass media discourse and eventual demetaphorization of the concept which symbolizes a certain assimilation of the cold war phenomenon and serves as a source of enriching the rhetorical inventory of mediatexts. The present study is one of the first attempts in cognitive linguistics to dwell into the diachronic development of particular concepts with the help of the functional-linguistic methodology and may contribute to diplomats' and politicians' views on the manipulative power of the press and the premises of the so-called Cold War 2.0.

Vera Nagumanova's "Stereotype-forming potential of metaphors in creating the image of Russia in German mass media discourse" deals with metaphors as important discursive tools of tuning The Germans' perception of Russia as a state with its own history, geography, political system and culture. The author's study of extensive empirical material reveals that careful selection of metaphors' source domains and integration of attitudinal semantic

components with negative connotations into the imagery generate unfavorable stereotypes about the country. It is concluded that in modern German mass media discourse metaphors perform the benign function of presenting complicated issues in a much more simplified way to adapt information to mental and emotional abilities of average recipients, but the manipulative power of metaphors shouldn't be underestimated.

In "The 'Meeting' situation model in English professional discourse" Svetlana Anokhina looks at a staff meeting through the prism of effective communicative strategies, underlining the fact that this rather conventional genre of business professional communication is rather goal-oriented and driven by the motivation to fulfill the purposes of verbal intercourse. The author presents a convincing situational model of a standard meeting which is a synergy of cognitive, paralinguistic, linguistic-pragmatic and semantic levels. The contents and interaction of these levels are disclosed during the analysis of the empirical material. The findings of the article may appeal to both linguists, who specialize in functional linguistics, and business practitioners.

The paper "The mixing of language codes in anglophone postmodern literature" by Elena Denisova studies the nature and causes of language code-switching in English fictional texts written by bilingual bicultural novelists. The author provides detailed theoretical overview of the problem, considering the essence of bilingualism, the notions of language vs. speech communities, linguistic interference and translingualism. It is highlighted that these phenomena may have a distinct poetic / aesthetic function in fictional English discourse. The author then draws extracts from several books to support one of the main point: code-switching can be both motivated and unmotivated. Deliberate mixing of language codes can be the sign of a special speech strategy and / or a literary device in the piece of fiction.

In "Interaction of cultural and language competences in the development of non-native speech skills in educational discourse" Ekaterina Savitskaya investigates the cognitive-linguistic basis of foreign language teaching and mastering a foreign culture. The author reflects on the ways the language contributes to the formation of cultural competences, emphasizing that a child acquires knowledge not through language, but rather through the inseparable combination of culture and language. The results of the conducted research reveal how significant it is for an EFL teacher to understand the interconnectedness of language, culture and – more importantly – its role in the formation of non-native speaking skills and successful imitation of native speakers' authentic discourse.

In "Interlanguage interference of the Azerbaijani and Turkish languages: ways to address the problem (linguistic approach & teaching practice)" Zhalya Fazyl gyzy Aliyeva, Fatima Asker gyzy Dursunova, Andrey V. Shtanov analyze a particular situation of interference in a pair of sister languages – Azerbaijani and Turkish. The authors summarize their own teaching experience in classrooms where Azerbaijani students study Turkish for professional communication. They list major difficulties at a phonetical, grammatical, lexical

and associative semantic levels and suggest ways to improve the methodology of teaching Turkish to avoid interference or use it to the students' advantage.

"Language of the forestry discursive community (based on the traditional culture of the Urals)" by Olga Teusch is dedicated to a very specific issue of describing peculiar and characteristic traits of Russian dialectal professional communication of foresters in the Urals region. The author interprets the regional lexical system of professional forestry discourse and describes its origins, paying attention to the role of extralinguistic features and values of local professional discursive community.

Issue 1 also offers a review of "Functional approach to professional discourse exploration in linguistics" – a monograph by leading Russian linguists and researchers who study various spheres of professional discourse in several languages.

We hope our readers will enjoy the selection of papers chosen for the current issue of the journal. We really appreciate all the authors' contribution and would like to thank them for the quality articles and reviews they submitted.

Editor-in-Chief

Dmitry S. Khramchenko