

EDITORIAL

Welcome to the third issue of “*Professional Discourse & Communication*” – the comprehensive platform that brings together researchers in different areas of inquiry with the focus on the language and speech of professional institutional interaction. The editorial team has put significant effort to establish a fine-drawn forum for specialists in functional linguistics, pragmatics, discourse studies, stylistics, rhetoric, sociolinguistics, cognitive linguistics, cultural studies, language teaching and learning as well as many other spheres that express scientific interest in multiple aspects of professional communication. We hope to promote the publication of thought-provoking high quality papers, covering a wide array of topics with a broad appeal while giving a say to both new researcher and well-established scientists.

Issue 3 of *Professional Discourse & Communication* presents a wide range of articles by authors from Russia, Belarus and Croatia, covering topics in linguistics of professional communication and practices of teaching languages for specific purposes. Current issue comprises research papers and viewpoint essays on different kinds of professionally-oriented institutional discourse, including politically-related discourse of fiction, mass-media communication, the discourse of scientific chemical studies, pedagogical discourse as reflected in classical Russian fiction, multiple aspects of streamlining professional research activities of postgraduates and teaching English as a foreign language via online platforms.

Volume 2 Issue 3’s authors cover an array of problematic areas of study, namely speech manipulation and imposing images of other peoples and nationalities on the minds of book readers, creating public images of certain social groups in mass consciousness with the help of social networks and traditional media, language means used to form stereotypes in the British press, etymological, semantic and structural aspects of terminologization, the correlation between the linguistic image and the linguistic personality of a teacher, professional competencies of future researchers, online EFL learning.

The opening paper “Linguistic imagology: origin and application” by Sofia Kamalova focuses on the basics of a relatively new branch of linguistics called linguistic imagology, which is a study of the role language plays in the formation of heteroimages and autoimages of different peoples and nationalities and their representation in fictional literature. The author analyzes all the main notions of imagology and employs extensive empirical material of English multicultural literature to show the significance of this line of research for various specialists in cross-cultural communication, political science, diplomacy and other disciplines, interested in the issues of manipulation in discourse.

Marina Matytsina, Olga Prokhorova and Igor Chekulai in “Media construction of the immigrant’s image: specifics of discourse strategies (based on the content of a Facebook group and articles in The Daily Mail)” deal with discursive means of creating either a positive or a negative public image of immigrants in the European Union. The authors highlight two sets of diametrically opposite communicative strategies - those exploited by the British media which pursue the goal of tarnishing the image of unwelcomed people, and those implemented by immigrants themselves in social media to whitewash their own image and have a more preferable representation in the public eye.

In “Conceptual metaphor as a method of forming stereotypical images in English media discourse” Yulia Akimtseva continues dwelling on the topic of speech manipulation in the discourse of British mass media, concentrating on metaphorization as a way to enforce politically charged stereotypes, thus interpreting facts and sustaining opinions among newspaper readers around the world.

In “Terminologization of coloronyms in French scientific chemical discourse: comprehensive analysis” Maria Volkova looks at etymological, semantic, structural and syntactic properties of French chemical terms of colour. Meticulous analysis of a wide selection of lexical units both out of context and in multigenred written fragments of professional scientific discourse reveals divergent evolutionary tendencies of coloronyms as well as shows that chemical discourse isn’t static, and like so many other types of institutional discourse it is constantly evolving under the pressure of its external environment.

Anastasia Timofeeva in “Image and linguistic personality of the teacher (based on short stories by Anton Chekhov)” focuses on the speech characteristics of a teacher that reflect not only the state of mind, emotions and feelings of a person under analysis, but also professional qualities. Results of the survey presented in the article indicate that it is highly important to first identify and then filter off the peculiarities of the writer’s individual manner to objectively study the linguistic personality of a professional reflected in a piece of literary fiction.

The Viewpoint essays this time are dedicated to pivotal aspects of teaching methodology and mastering foreign languages of professional and day-to-day communication. Natalya Bykhtina ponders over the development of professional communicative skills in English of Russian postgraduate students who are currently working on their theses in Law. Alexei Konobeev, Yana Yukhimuk, Victoria Voytsekhovskaya and Maria Shchekich examine personalization techniques in teaching English online and come up with an assortment of tips and recommendations that can be of value for academics and practitioners willing to improve on how they teach EFL, ESP included.

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 essays they submitted.

Editor-in-Chief
Dmitry S. Khramchenko