

EDITORIAL

Welcome to Volume 2 Issue 4 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 4 of *Professional Discourse & Communication* presents a range of articles by authors from Russia, Georgia and Ukraine, covering topics in linguistics of professional communication and practices of teaching languages for specific purposes. Current issue comprises research papers on different kinds of professionally-oriented institutional discourse, including business discourse imitated in fictional theatrical dramas, mass-media communication, immigration discourse, professional discourse of art, academic discourse of online classes and numerous aspects of streamlining professional pedagogical activities of English teachers who work via Internet-based learning platforms.

Volume 2 Issue 4’s authors cover an array of problematic areas of study, namely the deregulation of business discourse and unconventional rhetoric, speech manipulation and imposing images of other nationalities and races on the minds of mainstream media’s audience, functional evolution of scholarly discourse and semantic deffuseness observed in the terminology of Art History, training EFL teachers to improve upon their professional skills of lesson planning and preparation for e-learning.

The opening paper “Deregulation factors of business communicative norms in modern English drama texts” by Antonina Kharkovskaya and Larisa Leonovich studies one of the most significant trends in the pragmatic-semantic evolution of modern English business discourse – deregulation and deviation from communicative norms and standards. Functional analysis of extensive empirical material reveals the interconnectedness of linguistic and extralinguistic factors which predefines the use of specific strategies of verbal behaviour, often based on non-standard mode of interaction and breaking classical rules of business etiquette. The authors conclude that such reproduction of speech characteristics in dramatic theatrical plays not only reflects current communicative trends, typical of native English speakers, but also adds extra

dimensions and depth to fictional characters on stage, making them more recognizable and realistic.

Elizaveta Golousova's "Transformation of the Latino image in Western culture (based on the analysis of American mass media)" is dedicated to the evolution of the Latino image which is analyzed as a powerful stereotype which sets the perception of a large proportion of the US population by newspapers', magazines' and TV audience. The author reviews carefully selected empirical material to show how representation of the Latino community in manipulative discourse of mainstream media has transformed to the better, with discrimination and stereotypical portrayal considerably minimized and proper inclusion in mass culture increased.

In "Semantic diffuseness in Art History terminology" Polina Gapienko focuses on the terminological system of Art History and visible flexibility of the boundaries between the discourse of art and everyday speech. Cross-discursive nature of diffuseness in the terms of Art History complicates the study of this phenomenon, proving the everlasting evolution of scholarly discourse. The author resorts to the methods of semantic, semasiological and cognitive analyses to unveil the specificity of semantic diffuseness and highlight the violation of the consequences of the development of diffuseness in Art History terminology.

Nikita Berezin in "Training EFL teachers online: how to improve results among adult learners (based on the experiment in Skyeng School)" looks at ways to boost performance and students' retention in online schools of English. The experiment, carried out by the author and his colleagues, involved more than 1000 teachers, working out an elaborate system of assessment criteria, automated machine analysis of results, thus adding to validity and objectivity of the study. The outcome, manifested in the elevated level of professional competence among young inexperienced EFL teachers, suggests the experiment has turned out to be a success.

In "ESL/EFL online lesson development (based on Skyeng practices and techniques)" Ksenia Smyshlyak continues dwelling on the topic of e-learning by researching into the key components of a productive student-centered online English lesson. Based on the study of numerous classes by different teachers and the feedback from the participants of the research, the author describes tried-and-tested techniques to efficiently structure an online lesson, properly set goals, evaluate and select methodological materials, improve on the skills of lesson management. Particularly noteworthy is the suggested algorithm for modeling an effective online lesson, which can turn out to be useful for teachers in the times of ubiquitous distance learning due to the COVID-19 pandemic.

Issue 4 also offers Igor Chekulai's review of M.S. Matytsina's "English immigration discourse in the scientific paradigm of critical research", a monograph on functional-linguistic, linguopragmatic and cognitive-linguistic aspects of immigrant's media representation, speech manipulation and image altering. Aleksei Konobeev and Irina Khitrova report on an important scientific event – the second international conference "Teaching foreign languages: modern problems & their solutions" to commemorate prof. E.N. Solovova, while Victoria Malakhova outlines main ideas and topics, covered by the 6th international conference "Functional aspects of intercultural communication. Translation and interpreting issues".

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 they submitted.

Editor-in-Chief
Dmitry S. Khramchenko