

Welcome to the first issue of “*Professional Discourse & Communication*” in 2021. By its Volume 3 the journal has become the platform that brings together researchers in different areas of inquiry with the focus on the language and speech of professional institutional interaction. *PDC* aims at facilitating knowledge exchange among 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 range of topics with a broad appeal while giving a say to both new researcher and well-established scientists. The editorial team invites all our readers to consider submitting their work in the mentioned areas to *PDC* and to propose special issues in topic areas of emerging importance to the field.

Volume 3 Issue 1 of “*Professional Discourse & Communication*” presents a selection of articles by authors from Russia, the UK, Spain and Brazil, 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 and communicative spheres, including the discourse of sport in its mass media representation, military discourse, natural written speech, multiple aspects of teaching foreign languages for specific purposes and streamlining professional pedagogical activities of EFL teachers who work via Internet-based learning platforms.

Volume 3 Issue 1’s authors cover an array of problematic areas of study, namely the comparative analysis of the conceptual field and its linguistic manifestation in media coverage of the 2019 Ice Hockey World Championship in 3 different languages (Russian, German and English), conceptual cognitive-linguistic mechanisms behind the names of military seacrafts, inscriptions on photos as a special genre of interpersonal discourse and their linguistic peculiarities, methodology of creating ESP courses, development of employability skills, forced transition of education in universities and schools to online language learning.

In the opening paper “Seacraft names in military discourse” Ekaterina Golubkova and Ekaterina Kivileva use the methodological tools of cognitive linguistics to explain the process of giving names to military ships through the conceptual mechanisms of British and American discourse. The research suggests that the leading discursive techniques of nomination in the naval tradition are animalistic metaphors, focusing and defocusing. The authors highlight the cultural specificity of seeing military objects through the comparison with the animal kingdom and note a peculiar tendency to a frequent exchange of characteristics between the military field and the animal world.

“Analyzing the concept “team of host country” in German, English, and Russian: a contrastive study of expressive means in media reports on the 2019 Ice Hockey World Championship” by Dmitry and Natalia Gusarov presents a contrastive analysis of linguistic units that are employed to verbalize the concept of a host country’s team in a sports competition. The study seeks to identify constant and variable elements of the most widespread syntagmatic types to establish paradigms revealing the interaction of syntagmatic and associative elements in the production of the discursive means of expression. The authors systematize vast empir-

ical material of sport-themed media discourse in three languages to dig deeper into the cognitive-linguistic sphere, bringing about data that can be of interest to professional translators, lexicographers and sports journalists.

Nelly Krasovskaya and Polina Kositsina's "Manifestations of natural written speech: inscriptions on photos" is devoted to a highly specific genre of the so-called natural writing, or interpersonal written communication, when the producer of discourse generates texts to be kept for their sentimental value as a memento. The study of different well-chosen examples from the viewpoint of lexis, punctuation, graphical layout proves that functional-linguistic analysis of inscriptions on photos can be a reliable source of important information about both personality traits of the author and the linguistic personality in general as well as a means to define the chronotope and the extralinguistic factors, such as the nature and character of the relationships between the author and the recipient.

Alexandra Anisimova, Elena McNeilly in "Ways to Develop Employability Skills in Teaching Translation to Final-Year Students" look at two distinct techniques to boost academic results and professional performance of students and their employability in a competitive environment. The authors sum up their teaching experiences and the results of experiments, carried out by each co-author separately in Russia and the UK on the common theoretical basis and principles. In the paper the authors consider the development of self-motivation, continual learning, students' ability to cause pragmatic impact on peers, distance learning and deliberate move from traditional classroom to blended e-learning sessions while teaching translation in their respective universities. The outcome, observed in the elevated level of professional competence among undergraduates, suggests the experiments have turned out to be a success.

In "Designing ESP courses: principles & specificities" Daniela Stoyanova describes a detailed algorithm of developing a full-fledged course of English for Specific Purposes based on her accumulated experience as a senior methodologist in an educational institution. The author shares her useful insight into how an EFL teacher should analyze trends of the labor market and consider professional texts in English to select appropriate materials for classroom activities. A substantial part of the paper is devoted to the choice of key methodological principles and approaches, like task-based learning, project-based lessons, case-study to be implemented in an effective course.

"*Professional Discourse & Communication*" continues publishing papers on challenges of teaching English as the international language of professional interaction amidst the global pandemic. In 2021 it remains as big an issue as it was the year before, specialists in different areas of expertise need to learn about the new practices of organization, optimization and sustainment of activities within multiple professional spheres, especially academics and teachers. In "Emergency transition: have tertiary language students' needs been met?" Svetlana Bogolepova explores needs, engagement and motivation in online and distance learning environments as opposed to traditional offline classes and presents the results of her research that comprises statistical analysis of the data gathered in the process of self-evaluation of more than 200 participants – both university professors and their students. The findings feature a certain degree of dissatisfaction among students whose needs weren't met in the online environment, these feelings spoiling their perception of how effective the education was. Nevertheless, the author remains optimistic, believing that the problem might be solved with relevant training, as online lessons of English do provide enough tools and functionality for interaction, socialization and individualization.

Andre Hedlund in “COVID-19, remote teaching, and the school ecosystem: a delicate relationship” analyzes the challenges faced by schools in Brazil from various perspectives to come up with important ideas and instructions to improve online teaching practice.

At the end of Volume 3 Issue 1 Alexei Konobeev reports on a relevant scientific event – an online panel discussion “Online learning: lessons from 2020 and teaching in 2021” that brought together researchers and practitioners in education from different countries to reflect on the pressing problems related to COVID-19 and work out strategies of coping with the new reality and its pitfalls.

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