

EDITORIAL

Dear readers,

Welcome to the first issue of *Professional Discourse & Communication* – a new quarterly peer-reviewed journal dedicated to discussing theoretical and applied problems of professional communication. The journal is intended to provide researchers and practitioners with the most up-to-date, comprehensive and important research, paying specific attention to modern linguistic approaches to professional discourse as well as practical aspects of teaching methodology as related to the language of particular professional spheres. The articles range from substantial research papers and empirical studies to discussion notes, critical overviews, reviews of books and conferences. *PDC* addresses readers in any field of professional communication (business, legal, diplomatic, economic, political, academic, medical, art and any other professional sphere) who are interested in qualitative discourse analytical approaches, on the one hand, and scholars who are interested in issues of professional communication from the viewpoints of discourse studies, functional linguistics, pragmatics, semiotics, rhetoric, linguosynergetics, sociolinguistics, cognitive linguistics, stylistics, cross-cultural communication, cultural studies, country studies, second language acquisition, teaching methodology and related fields, on the other hand.

It may be seen as symbolic, that MGIMO University, the founder of this journal, celebrates its 75th anniversary this year. It is the only institution of higher education in Russia that has over 50 foreign languages taught to students, the focus being on ESP, the language of profession and advanced country studies. *PDC*'s editorial board hopes to do its best to promote well-written high-quality papers at the level that has become the standard and trademark of the university. The first issue of Volume 1 features theoretical overviews, research papers and essays covering such areas of professional communication as business, economic, medical, academic, scientific and mass media discourses, explored through the perspective of functional and cognitive linguistics, pragmatics, discourse and translation studies, teaching methodology and the theory of cross-cultural communication.

The opening article “Functional-Linguistic Parameters of English Professional Discourse” by Dmitry Khramchenko provides an overview of modern English professional and business communication as a complex multidimensional phenomenon analyzed from the perspective of functional linguistics. The paper singles out and describes major functional features of this very specific type of verbal interaction, such as goal-setting, functional loading of professional communication, typical participants, chronotopos, forms of verbal behaviour, role and status relations, pragmatic conventions and standardization, etiquette, functional differences between official and semi-official professional discourse, peculiarities of written communication. The uniqueness of English professional discourse is presented as a

combination of versatile limitations imposed on the inventory of linguistic means available to native speakers in a professional communicative situation.

In the theoretical overview “On the Problem of Ontology and Terminology of Status-Oriented Types of Discourse in Modern Linguistic Discoursology” Igor Chekulai and Olga Prokhorova analyze vast theoretical material to explore major differences between very similar and overlapping fields of communication - status-oriented discourse, professional discourse, business discourse, specialized discourse, institutional discourse and expert discourse. The research draws attention to main linguistic and extralinguistic peculiarities of each discursive type, thus completing a substantial picture of status-related human verbal interaction in professional communicative situations.

Alexandra Radyuk in “The Tactic of Assessment in Economic Discourse (the Concept of Single Market)” focuses on functional linguistic tools to dig deeper into the minds of native speakers involved in English economic online communication. The study sheds light on various pragmatic factors defining successful economic discourse on the Internet and relevant features of business and professional interaction on Twitter and other popular social media. The authors investigate into the pragmatic and functional load of discourse elements which comprise randomly selected online comments on famous politicians’ and economists’ web posts to reveal the most effective ways to have an impact on multiple recipients and fulfill the communicative tactic of assessment. The results show how analytical procedures of functional linguistics can be used to better understand the collective cultural consciousness reflected in discourse.

The research paper “Challenges of Translating Polysemantic and Multi-Equivalent Terms Within the Framework of Economic Professional Discourse” by Aleksandra Anisimova, Viktoria Malakhova and Elmar Abdurakhimov combines functional, semantic, lexicographic and translation studies approaches to describe the oddly polysemantic nature of English economic terminology and major difficulties it presents for translators as mediators in the process of cross-cultural professional communication. The findings may appeal to the international reader who is interested in problems and issues of compiling both mono- and bilingual terminological dictionaries as well as to specialists in EFL learning and teaching Business English and ESP who need to facilitate translation of economic terms for their non-native speaking students.

In “Medical Professional Discourse Within the Cognitive Linguistic Analysis Framework” Elizaveta Vishnyakova, Olga Vishnyakova and Anna Kiseleva study cognitive-linguistic specifics of modern English medical discourse by analyzing lexicographical, functional-linguistic and pragmatic aspects of professional communication not only among doctors but also between a medical specialist and a patient, the focus being on medical professional slang, terminology and conceptual metaphors, frequently observed in specialists’ speech. The authors highlight the fact that a professional discourse research should always involve the correlation of purely linguistic properties and extralinguistic factors that seem to be outside of the traditional understanding of the language system but need to be meticulously

considered to validate any theoretical conclusions concerning the cognitive side of verbal interaction. It is also noteworthy, that anthropocentric approach is declared to be an essential part of functional and cognitive analytical procedures, thus adding extra layers of the semantic field to comment upon.

Antonina Kharkovskaya and Anastasia Golubykh in “Philosophical and Linguistic Aspects of the Notion of ‘Concept’ (As Exemplified by the Concept of ‘Medicine’ Verbalisation in English Medical Discourse)” investigate how the concept of ‘Medicine’ is verbalized in such areas of specialized communication as academic, scientific and mass media discourses. The concept itself is described as professionally oriented, which may be regarded as an introduction of a relatively new term in cognitive linguistics of professional communication. Philosophical component of the interdisciplinary research enriches the study of the linguistic phenomenon, widening its scope and contributing to its results.

Elvira Shubina in “Hedge Approximators as Professional Tools of German Mass Media Discourse” explores functional-linguistic and grammatical aspects of the communicative strategy of hedging, frequently used by professional German journalists to veil their personal attitude to facts, described in an article. All the findings in this paper further out understanding of linguistic and cultural peculiarities of a pragmatic structure in a German media text.

In ‘Viewpoint’ essay “Cultures and Professional Communication in Standard Situations: Differences in Communicative Behaviour” Tatiana Samokhina presents a summary of her teaching experience and shares her view of what can be done to improve EFL learners’ skills of cross-cultural business and professional communication with their potential future partners from English-speaking countries.

We appreciate the contribution of all the authors and thank them for the quality papers they submitted to the opening issue of Volume 1. Please, join us by submitting your work, sending comments and participating in the debates on the proposed concerns.

Editor-in-Chief
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