

EDITORIAL

Issue 2 of *Professional Discourse & Communication* presents a wide range of articles covering topics in linguistics of professional communication and practices of teaching languages for specific purposes. Current issue comprises research papers, viewpoint essays and conference reports on different kinds of professionally-oriented institutional discourse, including functionally overlapping spheres of political and mass-media communication, the discourse of marketing and advertising, dialectal and culturally specific regional varieties of professional discourse, correlation of extralinguistic factors in the process of streamlining professional activity of the pedagogical and academic community of higher education.

Volume 2 Issue 2's authors cover an array of problematic areas of study, namely the prosodic features of modern political communication in American and British press, hate speech in American politics and the functional-pragmatic evolution of professional political rhetoric in the official discourse of the United States, adaptation of linguapragmatic properties of international advertisements and commercials to the specifics of Russian national culture, field studies of the systemic nature of dialectal vocabulary in Russian regional professional discourse. A considerable part of the Issue is dedicated to the problems and challenges of teaching professional communication in foreign languages amidst the COVID-19 outbreak which has disrupted the previously established norms and practices and calls for new approaches and methodologies.

The opening paper "The realization of prosodic categories in political media discourse in British and American linguacultures" by Laurissa Milyaeva focuses on the experimental studies of phonostylistic parameters of intonation and prosody in the linguacultures of the UK and the USA. The author highlights the functional significance of prosodic categories which serve as a reliable indicator of speech manipulation and persuasion in English political discourse.

Yaroslav Khlopunov in "Hate speech in American political discourse: functional-linguistic analysis" deals with conflictual communicative strategies and tactical verbal means used by professional politicians to prevail over their opponents. The author's study of extensive empirical material reveals the functional loading of mockery, poisonous sarcasm, utter discrediting, putdowns, proving that hate speech has become an effective rhetorical device in its own way and a pivotal game-changing tendency in the evolution of linguapragmatic norms of political discourse.

In "A pragmatic approach to the analysis of marketing adaptation to Russian national culture" Anna Tikhomirova carries out a statistical, sociological and functional-linguistic

research to describe a cognitive discursive mechanism behind successful strategies of marketing adaptation of transnational companies' international advertising campaigns in the English language to the specifics of Russian mentality, cultural values and communicative norms. Properly structured and carefully planned discourse can help professional marketing managers predetermine consumers' behavior and make required pragmatic impact on the minds and volition of Russian buyers.

In "Dialectal vocabulary of labour activities of the people residing on the banks of the Nepryadva River" Nelly Krasovskaya and L.V. Kilmamatova look at the systemic properties of the dialectal vocabulary typical of several local communities in one of Russian regions. The authors meticulously analyze all the common traits and subtle differences between lexical units in dialectal varieties of a number of small villages in the area. The results of the research show, that despite evolutionary dynamics of the language in general and professional discourse in particular, dialectal vocabulary of labour remains relatively stable.

Galina Parshutina's "Teaching consecutive interpretation as a way to develop professional competences of future specialists in international affairs" is devoted to various methods of teaching consecutive interpretation in the professional sphere of diplomacy and international business. The author categorizes translation mistakes university students typically make in the process of their practical education and suggests ways to avoid them.

In "Phraseological units as reflection of ethnic stereotypes in Spanish culture and professional activities" Olga Chesnokova ponders over cultural and mentality-related roots of Spanish phraseological units with ethnonyms and how important information about the people can be perceived through the analysis of casual and professional communication.

Global COVID-19 pandemic changed a lot for the functional, linguapragmatic, cognitive and pedagogical aspects of professionally-oriented discourse. Now more than ever do specialists in different areas of expertise need to learn about the new practices of organization, optimization and sustainment of activities within multiple professional spheres. In "Vivat academia, vivat professores! Challenges of teaching professional communication in foreign languages amidst global pandemic" a group of authors from two different universities collaborate to provide a summary of their experience of unexpected transition from traditional classroom activities to e-learning and distance education. Their insights and reflections can turn to be useful to their colleagues who face the same issues and challenges.

In "Digital didactics: technologies & practices" Elena Voevoda reports on an important event – the inter-institutional scientific and practical seminar with international participation – which aimed at summarizing valuable academics' experience in e-learning around the world to come up with practical solutions to the new problems in higher education and minimize the

destructive effect that the coronavirus outbreak has had on teaching English as a tool of professional communication.

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. Khrumchenko