October 1–2, 2015

MSU, the new building
of the Faculty of Economics

Research and Practice in Multidisciplinary Discourse

12th International Conference

LATEUM

October 1, Thursday

09.00 – Registration

Vorobyovy Gory, MSU, the new building of the Faculty of Economics – Room П8 4th floor

10.00 – Opening Ceremony

The conference will be officially opened by President of LATEUM **Ekaterina Mikhailovskaya**.

A word of welcome from:

≡ Vice-dean of the Faculty of Philology, Chair of the Department of English Linguistics, **Professor Olga Aleksandrova**

≡ **The Faculty of Economics**.

10.20 – Plenaries

Professor Vera Zabotkina

*Vice-Rector for International Innovative projects,
Director, Centre for Cognitive Programs and Technologies,
Russian State University for the Humanities*

Knowledge and Interdisciplinary Discourse

The paper concentrates on knowledge-discourse interface. We build on two strands: (a) new interdisciplinary model of generation and transfer of knowledge and (b) the specifics of interdisciplinary discourse which is heterorarchical, heterogeneous and defined by social context. We also draw on sociocognitive approach to discourse analysis suggested by van Dijk. We argue that interdisciplinary discourse is a means of generation and transfer of integrated knowledge. We come to the conclusion that there is a certain correlation between the structures of knowledge and the structures of interdisciplinary discourse. Both are dynamic by nature and adapt to the changing communicative situation.

Professor Victoria Krasnykh

Lomonosov Moscow State University

Лингвокультура как дискурсообразующий феномен

Понимание дискурса как вербализуемой / вербализованной речемыслительной деятельности (которое восходит к идеям Т. ван Дейка, А.Е. Кибрика, Ю.Н. Караулова) предполагает производство

дискурса носителями сознания, языка, культуры, лингвокультуры в коммуникации. Последняя всегда разворачивается в рамках определенного сообщества, в условиях определенной культуры и осуществляется на определенном языке. Соответственно, представляется возможным говорить о ряде дискурсообразующих факторов: язык, сознание, личность, сообщество, культура, лингвокультура, коммуникация. Данные факторы, различаясь онтологически, онтогенетически и проч., тесно связаны друг с другом, находясь в отношениях взаимовлияния и взаимозависимости. Лингвокультура, формируясь в личности в процессе социализации и формируя – наряду с другими феноменами – саму личность, проявляется в дискурсе, предопределяя его (национально) культурную специфику.

Associate Professor Elena Mendzheritskaya

Lomonosov Moscow State University

The Cognitive Paradigm in Linguistics: All the World is Discourse (Media World Including)

The plenary focuses on modern approaches to discourse by foreign and Russian scholars within the cognitive paradigm in linguistics. Discourse is viewed as a term and various tendencies in its interpretation are traced. These are projected on media discourse, and the parameters for singling out different types of print media discourse are suggested. The interrelations between discourse and functional style are considered. The author's definition of discourse is also provided.

12.00–12.20 – Coffee-break

12.20–13.30 – Plenaries

Jerrold Frank

English Language Officer, U.S. Embassy

Customizing Professional Development in the Use of Language Learning Technologies

Year 2015 – the Year of William Shakespeare

Professor Andrey Lipgart

Lomonosov Moscow State University

Shakespeare for Advanced Students: on Matters of Style and Content

William Shakespeare's texts are so often used as teaching material for no other purpose than developing the students' rhetorical skills that it leads to the devaluation of the Great Bard's works. A more serious philological approach to teaching Shakespeare implies the discussion of his style against the background of the general characteristics of Early Modern English and of the content of his works within the broader literary and historical context, which is to enable the students to come to the real appreciation of Shakespeare and to make considerable progress in their professional development.

13.30–14.15 – Lunch break

14.15–17.00 – Special Interest Groups (SIGs)

≡ **SIG: Cognitive and Corpus-Based Discourse Studies in ELT**

Chairs: Professor Olga Aleksandrova, Professor Natalia Gvishiani

Room: 549, 5th floor

Professor Natalia Gvishiani

Lomonosov Moscow State University

Hybrid Genres within ESP Discourse

The paper focuses on the development of 'hybrid' or mixed genres of texts which are increasingly used as teaching materials under the heading of "Academic English." The communicative ESP approach in the early stages was aimed at restricting the content and language resources in the teaching process in accordance with the nature a given discipline. Nowadays we can speak of a much broader range of vocabulary and rhetorical devices used in academic descriptions as they acquire a large element of the communicative function and even expressive shades of the function of impact. To satisfy the public demand, a new 'hybrid' type of 'specialized' journalistic texts has been proposed as a pattern of written discourse to be included in the reading and discussion sections of course-books. The functional-stylistic features of the genre combining academic

content and journalistic strategies of its presentation are explored in a wide context of current approaches to discourse studies.

Профессор Седа Гаспарян

Ереванский государственный университет, Армения

Вопрос о Геноциде Армян в лингвокогнитивном освещении

Исследование посвящено изучению лингвокогнитивных характеристик интерпретаций Армянского геноцида. Применением методов текстологического анализа рассматриваются публикации по вопросу Геноцида армян, авторы которых искусно оперируя языковыми единицами и фальсифицируя исторические факты, пытаются реализовать свои имплицитные намерения: снимать вину и ответственность с турецкого правительства, направить восприятие и понимание читателя по ложному пути и ставить исторический факт Геноцида армян под сомнение.

Professor Larissa Manerko

Lomonosov Moscow State University

Specialized Discourse, its Development and Multimodality

The author is planning to reveal the peculiarities of constructing specialized communication influenced by the multimodality of presenting information. It is very interesting how professional discourse nowadays is changing due to new dimensions and techniques of the digital age. Methods of conceptual integration, cognitive metaphor, profiling, proposition and cognitive maps will be presented on concrete discourse examples serving the better understanding of mechanisms of conceptualization and categorization as well as spatial, social and cultural experience as reflecting linguistic individuality.

Professor Alla Minyar-Belorutcheva

Lomonosov Moscow State University

Theory and Practice of Critical Analysis of Historical Discourse

The paper deals with theory and practice of critical analysis of historical discourse. Historical discourse is polydiscursive in its nature as it embraces numerous primary sources dealing with different aspects of human life in the past. On the basis of multidiscursive primary sources historians interpret the events of the past selected for their analysis. Despite historians' efforts to be objective and unbiased they are not free from the ideology determined by their class or party and try to impose their own vision of the events of the past by using different persuasive strategies.

Associate Professor Svetlana Kurbakova

Military University, Moscow

On Cognitive Aspects of Verbal Communication

The linguistic analysis of professional activities of interpreters in the process of consecutive translation, students' experimental with work with texts and material for comprehension and translation in class, survey of psychological tests on perception mechanism made it possible to describe a cognitive scheme of human reflection and interpretation of the real world and its developments which make up the contents of perceived texts during listening and reading.

Inna Atroschenko

Far Eastern Federal University

On the Issue of Defying Linguodidactic Discourse

Linguodidactics is a comparatively young discipline that emerged in the latter half of the XX century. The term was coined by N.M. Shansky in 1985 in the context of researching the problem of language description for educational purposes. The novelty of this discipline leads to the multiple number of representations of the nature and place of the term in the hierarchy of scientific ideas related to language teaching. What is more, the way of understanding the nature of the language itself has recently changed, following the course of so called discursive turn. The basis of any linguistic or lingoudidactic description is nowadays seen in functional and cognitive linguistics, theory of discourse and discursive approach to linguistic description develop rapidly and that allows us to speak of the "linguodidactic discourse". However, due to the fast changes engaging the science of language, the problem of defying the nature of lingoudidactic discourse still remains essential.

Natalia Ostroglazova

Moscow State Institute of International Relations (MGIMO)

Memory in Language Understanding of Philosophical Thought: An Anthropocentric Shift

Over the history of humankind memory has been not only a tool but also an object of examination. Its semantic changes spotlighted abstract and pragmatical sides of it finally resulting in an anthropocentric approach to memory studies.

☰ SIG: Culture-Specific Component in Language Teaching and Research

Chairs*: Professor Tatiana Komova, Associate Professor Margarita Philippova*

Room*: 421, 4th floor*

Professor Irina Khokhlova

Vitus Bering Kamchatka State University

English of the Future: Proficiency-Based Approach

The changing status of English in the world is a result of economic globalization along with the development of transportation and communication systems, constant influx of immigrants. These changes are considered from anthropocentric point of view. The English language has become this lingua franca due to many reasons, as about 1.5 billion people speak English today. The knowledge and competence of a common language being demanded, English is no longer the sole property of native speakers, it has become the lingua franca of the world language community.

Professor Olga Karpova, Associate Professor Natalia Utkina

Ivanovo State University

Culture-Specific Component in Lexicographic Research (with Special Reference to Volunteer Students' International Project of a Dictionary "Florence in the Works of World Famous People")

The paper is based on the international students' project of cultural heritage encyclopedic dictionary of associative type: "*Florence in the Works of World Famous People*" (project leader – Prof. O. Karpova), which is supported by Italian Cultural Fund Romualdo del Bianco – Life beyond Tourism. The main dictionary project principle is *the genius of the place* aimed at finding famous international visitors (architects, musicians, poets and writers, actors, etc.) from different countries (Germany, Great Britain, Russia, France, the USA, Australia, New Zealand, etc.) to Florence since the 14th century up to present days, whose creative career is connected with Florence and is influenced by its cultural spirit.

Professor Tatiana Komova

Lomonosov Moscow State University

Teaching English Identity through Negation or Shall We Update Our 'Cultural Corner' Materials?

Teaching English as a foreign language to the students of Philology in a class room through the prism of history and culture needs updating as far

as the general mode of exposition of the facts is concerned. Tradition dictates the selection of the best representatives of style, great figures epitomizing genius and success: Ivan Turgenev, Ch. Dickens, Edgar Allan Poe, etc. Their personal identity is never put at risk of critical/analytical viewing and debate. Now their personal integrity, manliness and word of honour should be objectively revisited and revised.

Professor Elena Yerznkyan

Yerevan State University, Armenia

Категория дейксиса в прагмалингвистическом аспекте

Известно, что нарушение социокультурных норм воспринимается носителями языка особенно чувствительно. Культурный шок, вызванный такими нарушениями, может стать причиной конфликтных ситуаций. Успешность взаимодействия представителей разных культур и лингвокультурных общностей предопределяется как владением языка, так и знанием национально-культурной специфики вербального и невербального поведения, знанием социально-культурных норм, среди которых особое место занимают стратегии вежливости, направленные на поддержание гармонии в межличностном взаимодействии при помощи вербальных средств. Прагмалингвистическая категория вежливости является действенным инструментом, регулирующим диалоговое взаимодействие коммуникантов посредством выбора наиболее уместной формы реализации речевой интенции говорящего. В этом процессе особую роль играет дейксис как одна из основных категорий, соотносящих высказывание (денотативную ситуацию) с речевой ситуацией и позволяющих говорящему и слушающему осуществлять свои коммуникативные интенции.

Professor Andrey Kuznetsov

MISiS – National University of Science and Research

The Workings of Professional Ethnopsycholinguistics: Development of Cross-Cultural Scripts

In the context of the currently vital cross-cultural learning, the paper deals with the concept of the Professional Ethnopsycholinguistics as being intervening with Cross-Cultural Didactics and ESP. The emphasis is placed on the development of scripts aimed at scaffolding of computer-mediated collaborative learning. Such script is backgrounded both theoretically and experimentally.

Professor Zoya Proshina

Lomonosov Moscow State University

Russian English in the Family of World Englishes

The presentation will introduce a new book on Russian English to be published by Cambridge University Press. This is an edited work by the international team of linguists who explored the features and functions of the variety of English belonging to the Kachruvian Expanding Circle and underpinned by the Russian culture and mentality.

Yulia Chanturidze

Lomonosov Moscow State University

Allusions to Music in B.Obama's Victory Speech (2008) as Examples of Interdiscursivity

As it follows from the idea of discourse, it is not discussed without its concrete usage. Its participants' social, political and cultural characteristics are reflected in it. At the same time various voices belonging to previous discourse practices can intermingle in it, which creates new senses of meaning. In relation to this the notion of interdiscursivity is spelled out in the present article and is compared with the notion of "intertextuality". The former is illustrated with the help of examples borrowed from B.Obama's victory speech (2008). All of them add certain musicality to the address as they present links to songs popular in America.

≡ SIG: Traditions and Innovations in EAP Teaching

Chair: *Associate Professor Lyubov Kulik*

Room: *516, 5th floor*

Professor Tatiana Baranovskaya

Higher School of Economics

Teaching ESAP (English for Special Academic Purposes)

English for Special Academic Purposes is probably the most challenging branch in language teaching. From the point of view of academic writing, there should be that approach has the advantage of drawing attention to the constant need to draft and revise; in other words, encouraging students to be responsible for making improvements themselves.

This process approach must emphasize the composing processes which writers utilize, and thus puts meaning to the fore rather than form. The approach accords with the principles of learner-centeredness, encouraging individuals to take more responsibility for their own learning. By means of

discussion, tasks, drafting, feedback, revisions and informed choices, students can make clearer decisions about the direction of their writing. The main aim of this report is to provide some insights into current practices in the teaching of English for Special Academic Purposes, and to provide suggestions for improvements in the educational approach and the academic content and professional content. The subject is English for academic and special purposes as a branch of teaching English as a foreign language.

Professor Larissa Zelenskaya

MGIMO University

EAP Content and Place in Russian Tertiary Education

Russian Language teaching methodology developed professionally oriented teaching/learning a foreign language in 1960s and has made a significant progress in the last two decades when the market was flooded with international ESP teaching techniques and teaching materials. At present English for Academic Purposes (EAP) still seems to be the least developed segment of ESP. Therefore, the report discusses the ambiguity of the definition of EAP, the EAP course content as well as the place of EAP in English Language Teaching at Tertiary Level in Russia.

Associate Professor Tatiana Putilovskaya

State University of Management

Institute of Foreign Languages and

Linguistic Communication in Management

Разработка компетентностной модели делового общения для бакалаврских программ обучения иностранным языкам

В соответствии с новыми образовательными стандартами и компетентностным подходом к обучению компетенции тесно связаны с трудовыми функциями. Практическая задача обучения будущих менеджеров и экономистов иностранному языку делового и профессионального общения может быть реализована путем следования пяти основным принципам: 1) взаимосвязь компетентностного подхода и теории речевой деятельности; 2) рассмотрение коммуникативной компетенции как основы овладения языком в качестве сложной иерархической структуры; 3) деление процесса формирования компетенций на фазы; 4) деление образовательного процесса на этапы (общеязыковой курс и академический курс языка делового и профессионального общения); 5) рассмотрение иноязычной коммуникативной компетенции как совокупности способностей в различных видах речевой деятельности.

Associate Professor Irina Klimova

Financial University under the Government of the RF

Transformational Potential of Blended Learning to Personalize Foreign Language Teaching in a Non-Linguistic Higher School

The article investigates the importance of personalization of teaching a foreign language in a non-linguistic higher school through blended learning. The important role of dynamic syllabus, information and communication technology and electronic language portfolio is examined and analysed. The authors come to the conclusion that blended learning is a new educational model with great potential to increase students' outcomes and create exciting new roles for teachers.

Dilyana Sungatullina

Kazan Federal University

Selection of Texts within Written Examination Discourse (Case Study of State Exam in the Native Language in Russia and England, "Reading" Section)

The article presents the author's view on selection criteria for texts which can serve as a material for the state exam in the native language in Russia and England, "Reading" section. In the course of investigation it was found that the absence of isomorphism in the approach to the reading procedure (analytical reading in Russia, critical reading in England) indicated in the exam specifications in both countries, as well as diversity in the style of narration, genre and text type of examination texts do not affect the selection criteria for the texts themselves.

Natalya Sulyatetskaya

Lomonosov Moscow State University, Kazakhstan Branch

Group Work in Teaching Speaking English at a Higher Educational Establishment

Associate Professor Lyubov Kulik

Lomonosov Moscow State University

Discursive Analysis of an Academic Text: Aims and Tools

An academic text is an integral part of a broader institutional discourse and should be examined from three perspectives: as a particular text type with a certain set of core properties, as a result and, finally, as a process. The report presents the basic instruments of analysis which, eventually, facilitate the development of one of the fundamental competences necessary for would-be specialists in their future career: that is perception, reproduction and production of a scientific text.

≡ SIG: Technology Assisted Linguistic Research and Instruction

Chair*: Professor Marklen Konurbaev*

Room*: 545, 5th floor*

Adam Matuszewski

Creative Director & Founder, Triglav LLC

Bridging the Gap between Language Instruction and Technology

While the sophistication of digital language learning programs continues to increase providing ever more powerful tools, the control and input of human instructors has not. Fixed-content textbooks are essentially being replaced with fixed-content computer games with instructors left as facilitators or cut out of the process all together. This talk will focus on the hazards of turning over instruction to computers as well as the benefits and hurdles involved in developing alternative instructor-oriented technology.

Professor Alla Nazarenko

Lomonosov Moscow State University

Technology-Assisted (Language) Learning: the Unity of Three Main Factors (ICT, Student and Teacher)

Since the advent of modern technologies and the Internet education has readily been exploring them, experimenting on them and adopting them for its purposes. It acquired new "faces" – new forms (distance and blended learning) based on them. The enchantment with the technologies is understandable: their potential and possibilities are enormous. Especially it is beneficial for linguistic education. Nonetheless, two other main agents of the teaching/learning process (teacher and learner) are no less important for "the magic of technologies" to work.

The presentation emphasizes the interdependence and interrelation of three agents: ICT, teacher and learner in a successful learning process.

Professor Elena Baguzina

Moscow State Institute of International Relations (MGIMO)

WebQuests – Boosting Higher Education by Using Digital

The article looks at the introduction of WebQuests into English language teaching at undergraduate level, which is becoming an integral part of the educational program in the Moscow State Institute of International Relations (University). WebQuests have proved to be efficient in foreign language teaching in a number of areas as well as contributing to tackling challenges facing the digital generation on the whole, such as poor thinking skills and inability to see the broader picture. WebQuests provide the

necessary "stepping stones" by means of their structure for students not to get lost in cyber space when working on a project.

Professor Ludmila Gorodetskaya

Lomonosov Moscow State University, Cambridge University Press

Teaching with Integrated Online Assessment: How to Address Individual Needs of Students

Assessment has become an important part of any ELT syllabus. However, unit progress tests, mid-term and end-of-the-year tests take additional time which many university departments or private language schools cannot afford. The solution comes with regular online testing integrated within a course. Moreover, the results of online testing determine an individual pathway of online personal practice, so that students in a mixed group can focus on their own problem areas objectively revealed by the system. That is, in fact, a student-oriented approach which, as Russian ELT professionals have pointed out many times, is often declared but can hardly be implemented in real educational practice for the lack of time and finance. Now we can use the system that combines traditional and online teaching, testing and management proposed by Cambridge University Press in "Empower" – the new multilevel course of General English for adult learners written by a team of famous authors headed by Herbert Puchta, where part of the teachers' job is effectively done by the system.

Irina Tsiboreva, PhD

Russian International Academy for Tourism

The Use of Audio-Visual Method in the Process of Cross-Cultural Training of Students

The audio-visual method has become one of the best innovative methods while teaching foreign languages. It is effective because it helps students to enter the natural language area without leaving the classroom.

Yulia Ignatova

Lomonosov Moscow State University

Teaching Translation in the Modern Innovating Environment

Nowadays every translator should know how to work using CAT (computer-aided translation) tools, systems that help to automatize the process of translation. In this talk we will discuss the main advantages of such systems (using the example of MARFA CAT) and why students should be taught how to use them.

Uliana Proshina

Lomonosov Moscow State University

Internet Resources for Studying English: Students' Perspective

To keep up with the pace of modern era, our students have to become autonomous learners and be aware of digital resources. In a survey, "digital natives" named a number of resources to study languages autonomously. The speaker will try to analyze the effectiveness of the resources, their pros and cons, the degree of autonomy required, and some flaws of the resources. The presentation will dwell upon the role of the teacher in raising critical awareness among students of the existing resources.

October 2, Friday

Special Interest Groups (SIGs), Presentations and Workshops

Tea and coffee served from 09.30 till 16.00. Room 528, 5th floor

12.20–14.00 – Presentation

Room: П6, 3d floor

The British Council presents *The Young Voices of the UK* film programme, focusing on a range of issues important to young people living in the UK today. The programme is followed by a discussion. Participants and students are welcome!

14.00–15.00 – Workshop

Room П6, 3d floor

Nikolay Nikolov

Marconi's Language Centre, Bulgaria

T.I.M.E. for effective drama in the ESL classroom

The project is connected with the enhancement of teenagers' interactive speaking skills through the application of drama in the classroom based on professional acting techniques (Stanislavsky's System). The project was ELTons 2015 nominated by the British Council in the UK.

≡ **10.00–15.00**

≡ SIG: Cognitive and Corpus-Based Discourse Studies in ELT

Chairs: *Professor Olga Aleksandrova, Professor Natalia Gvishiani*

Room: *545, 5th floor*

Professor Ekaterina Dolgina

Lomonosov Moscow State University

The Structure 'Article + Noun' in English from a Linguodidactic Perspective: Cognitive Approach

The article critically surveys the traditional view of the structure 'article + noun' represented in contemporary English grammar books and suggests a new, cognitive-grammatical approach to specify the meaning of each article form of a noun in the system by correlating their semantics in speech and the thought processes that determine their functioning. The approach may enable the learners' to increase their awareness of the article forms of nouns and interpret them unambiguously in any text as well as stimulate correct usage.

**Professor Alla Minyar-Belorutcheva,
Associate Professor Marina Pokrovskaya**

Lomonosov Moscow State University

Типология стереотипов в национальном политическом дискурсе

Доклад посвящен типологии стереотипов, функционирующих в национальном политическом дискурсе и их восприятию как в стране, для которой они являются основными, так и за ее пределами. Формирование стереотипов непосредственно связано с мировосприятием конкретного народа окружающего мира и политической обстановкой как в отдельно взятой стране, так и во всем мире. Стереотипы неоднородны по своему составу и классифицируются на множество групп и подгрупп. Критерии типологизации стереотипов национального политического дискурса разнообразны, поскольку направлены на выявление их системных, специфических и универсальные характеристик. Будучи результатом деятельности когнитивной системы, стереотипы реализуются на вербальном и визуальных уровнях, что приводит к автоматизации мышления. Стереотипы, свойственные национальному политическому дискурсу, характеризуются устойчивостью, воспроизводимостью, коннотативностью и редко поддаются изменению.

Natalia Berseneva

Lomonosov Moscow State University

Word-Formation Patterns in Sciences and Humanities: Peculiarities of Usage

The paper deals with the problem of dynamic word-formation in the two fields of academic writing, sciences and humanities, with special reference to non-standard use of word-formation patterns. Terms from various academic works have been analysed, as well as their morphological structure and their communicative function in academic discourse.

Svetlana Ulanova, PhD

Ryazan Institute (branch) of Moscow State University of Mechanical Engineering (MAMI)

Modern Approaches to Teaching Grammar

The talk focuses on the way current trends in linguistic research are reflected in the ELT classroom. We'll follow cognitive and pragmatic approaches to linguistic analysis and look at what they can offer to teaching grammar. Though grammar is considered to be the most stable element of the language system and is subject to much fewer changes than vocabulary, for example, it isn't set in stone. We'll analyse how corpora having passed into general usage in different branches of linguistics contribute to grammatical description and how language teachers can benefit from it.

Associate Professor Irina Lebedeva

Lomonosov Moscow State University

Instagram Russian English: Does it Exist?

The paper focuses on the functional characteristics and distinctive features of Russian English as a world variety used within such intercultural domain as Instagram which is an on-line social networking service. Russian English of Instagram covers the three lectal continuum (basi-, meso- or acrolect) and reflects linguistic and cultural aspects typical of the variety at large. Moreover, Instagram Russian English verbalizes the Russian mindset of its speakers (Russian culture and mentality) not only in terms of L1 transference but also in terms of the topicalization of their posts.

Elizaveta Dmitrieva, PhD

Moscow Institute of Transport Engineering

Quantitative Analysis of Terminal Affixes in the English Language

The article dwells upon the terminal affixes of the modern English language. The urgency of the topic is explained by the lack of studies on the valence and combinatoric of affixes. The source of the language data is the on-line

dictionary Wictionary. The practical significance of the paper is due to its possible usage in the courses of lexicology and comparative grammar as well as in teaching English word-building.

Associate Professor Ella Zoidze

Moscow City Teacher-Training University

Nominative Characteristic of English Exocentric Compounds

Compounding is a productive way of word-building in the English language. In spite of its universal status, compound exocentric words can present difficulties in decoding their meaning, especially for those studying English. Indirect nomination is a result of asymmetry of the plane of content and the plane of expression. It can impede maintenance of the main principle – reproducibility of a particular structural and semantic pattern for the purpose of nomination. The article attempts at generalizing approaches to the problem of "non-transparency" of meaning in such compounds based on new language material.

Ekaterina Chulkova

Moscow State Pedagogical Institute

Diachronic Translation of Compound Words in the English Language (Based on the Old English Texts and their Translations into Modern English)

The article reveals foundations of modifications exemplified by the comparison of compound words in Old English with their equivalents in modern English translations. Our research is determined by the necessity to study the diachronic development of the compoundings in the English language and peculiarities of their translation into modern English. These peculiarities are tightly connected with the semantic changes caused by the factors of sociolinguistic and pragmatic character. On that account a diachronic aspect of the research is the field of expertise to trace semantic and structural shifts of the old English compounds.

Anastasia Sharapkova

Lomonosov Moscow State University

The Philosophy of the Enlightenment as an Influencing Vehicle of the Speech Portrayal of Yankee (on the Analysis of M. Twain "A Connecticut Yankee in King Arthur's Court")

The presentation features most notable ideas of the Enlightenment as represented in speech of Hank Morgan, "the Yankee of the Yankees" arriving to King Arthur's Court and changing the Old Britain in accordance with what he thought to be reasonable. His verbal representation of the Arthurian world as well as the image of his own industrialized Britain depends greatly on the ideas about progress, mind and reason dating back to Enlightenment.

≡ SIG: Culture-Specific Component in Language Teaching and Research

Chairs*: Professor Tatiana Komova, Associate Professor Margarita Philippova*

Room*: 549, 5th floor*

Professor Elena Levenkova

Povolzhskaya State Academy of Social Sciences and Humanities

British and American Variants of Political Discourse: a Trend to Converge

The talk discusses the interconnection of two national variants of political institutional discourse that is manifested in the realization of the idea of enmity in the communication of professional politicians in the United Kingdom and the USA. Discursive representations of the "enemy" concept are based on different types of nomination. The talk discloses the character of categorization and assessment in the national variants of political communication and focuses on comparison of nominations that are relevant for both variants of political discourse.

Associate Professor Yulia Kalugina

Lomonosov Moscow State University

English-American Culture in Economic Terms

The article focuses on essential national features that are mirrored in Anglo-American economic terminology. In particular, the author examines metaphors representing cultural peculiarities of the English-speaking economic community. Metaphor-based terms are clear for Anglophones, but culture-specific metaphors pose considerable challenges for foreigners. The study of these terms can explain their semantics and facilitate cross-cultural professional communication.

Associate Professor Elena Marinina

Lomonosov Moscow State University

"Cultural Images" in FLT

It is now generally assumed in FLT theory and practice that teaching foreign languages cannot be separated from teaching their cultures. However, a question is bound to arise. How adequate are cultural images of the country whose language we teach that our students get from English Language courses? The comparison of the results of the survey "Icons of England" which was carried out in Britain and the answers given to the same questions by Russian students of English showed that the image of England that Russian speakers have is drastically different from those cultural images that are important for English people.

Associate Professor Elena Pelikh

Volgograd State University

Russian Students' Perception of Anglicisms under Language and Cultural Globalization

The analysis was based on the psycholinguistic survey conducted at the Institute of Philology and Cross Cultural Communication, Volgograd State University. We assessed students' conscious and unconscious comprehension of anglicisms and concluded that the English language competence can have both positive and negative influence on understanding imported words. Students' reactions to the meanings of borrowings were more diverse than the information presented in dictionaries. The contrastive analysis of the junior and senior students' responses revealed that the quantity of zero reactions to the meanings of anglicisms was almost equal but younger respondents showed more linguistic intuition in defining the meanings.

Olga Oparina, PhD

Lomonosov Moscow State University

"Treatise" as a Scientific Discourse Genre: Standards vs. Linguistic Personality Peculiarities

The statement that different discourses interact is one of the main ones in modern linguistics. Treatises being the basic among the genres of scientific discourse prove this statement. On the one hand it follows the standards formed during its development, on the other hand it reflects the author's personality along with such factors as world view and cultural changes. The treatises written by Ch.Darwin is a good example to study it in full. Some deviations from the standards depict Ch.Darwin as a linguistic personality and can be regarded as a model to follow in the process of writing in science study.

Maria Burmistrova, PhD, Yulia Scherbinina, PhD

Lomonosov Moscow State University

SPRINGBOARD FOR DISCUSSION: an English Textbook for Those Who Teach Russian

This talk is aimed at presenting a new English textbook for the students of the Faculty of Philology who are trained to become teachers of Russian as a foreign language and who are going to use English as a tool of their trade.

Professor Lyubov Fomichenko

Volgograd State University

Linguoecological Aspect of Verbal Communication in Modern Russia

The article deals with the data of the research based on the linguoecological survey among the students and schoolchildren of Volgograd. As a result of

the experiment the phenomenon of linguoecological situation revealed the level of standard and non-standard language which the young people use while communicating with different people in different places.

According to the survey the teenagers use twice as many colloquial (popular) speech phrases as compared to students.

English borrowings are associated with computer slang and youth jargon used by students and schoolchildren. Practically all the English borrowings are not assimilated in lexical-semantic system of the Russian language and imitate the phonetic parameters of the original foreign words, e.g. account/аккаунт, etc.

Elena Ivanova, PhD

Lomonosov Moscow State University

Blends in the English and Russian Languages

Launched by Lewis Carroll, the fascinating word play called blending has become a productive word-building pattern in modern English. Blends appear in different spheres of human activity: biology and genetics, humanities and arts, politics and sociology, etc. Much under the influence of the English language and English-speaking countries and their cultures, Russian has developed a similar pattern of word-formation. Russian blends are recurrent in cartoon films, in journalism and advertising. «Ревизорро» (a blend of «Ревизор» and «Зорро»), «шкодлец» (a blend of «skoda» and «подлец»), «пыльцаны» (a blend of «пыльца» and «пацаны») are easy to understand.

Associate Professor Anna Rudakova

Lomonosov Moscow State University

OE Military Terms in Modern General English

Language as a world perception means that is given to shape our perception? Do we conceptualize our worldview through language, are our cognitive processes determined by the language we speak? Modern languages are definitely viewed in various ways. Among them English stands as a fertile source for this study. But what about Old English? What were the cognitive processes there and then, that shaped the modern state of the language? OE military terms found in modern general English – is it a cultural issue, a cognitive phenomenon or a mixture of both or even more components of the study? An attempt to answer the question is the aim of this report.

Professor Marina Solnyshkina, Associate Professor Elzara Gafiyatova

Kazan Federal University

Регистровые швы профессиональной коммуникации

Associate Professor Natalia Akhrenova

Moscow State Institute of Humanities and Social Studies

Teaching Netiquette in the English Classroom

Having become totally dependent on IT technologies we have no choice but to become an integral part of global virtual community. Taking into consideration that English teachers all over the world are thought to be as the guides to foreign cultures and traditions, it is our responsibility to explain to our students the peculiarities of methods and means of communication in the Internet. As the Internet in general and on-line communication in particular are under the influence of the English speaking countries. We are to help students to accommodate to the rules of abbreviation, give some basics of on-line slang, explain what flood, trolling, flaming etc. are.

Elena Kobeleva

Lomonosov Moscow State University

Языковая репрезентация образа бизнесмена в американском ироническом художественном дискурсе начала XX-го века

Большой интерес в современном мире вызывает бизнесмен-предприниматель. В лингвокультурологии образ делового человека, профессионала в сфере бизнеса рассматривается на основе различных дискурсов через призму языковых средств, имеющихся в языке для репрезентации данного образа. Американский художественный дискурс наиболее богат образами бизнесменов, как просто дельцов, так и финансовых магнатов. Образ бизнесмена нашел свое выражение даже в ироническом дискурсе. Философия прагматизма – объект иронического описания биржевого маклера в рассказе О.Генри "Роман биржевого маклера", где средствами развернутой метафоры обличается жажда наживы, доведенная до абсурда.

Associate Professor Elena Meshkova

Moscow State Teacher Training University

Заимствования: вторжение или межкультурная коммуникация
Личный тезаурус и умение оперировать им становятся критериальным признаком новой социальной стратификации общества на этапе модернизации. Этот признак тем более существенен, что прежние «социальные лифты перестали существовать. Эта характеристика проявлялась в особых языковых средствах: отступление от литературной нормы, привлечение неожиданных пластов лексики, повышенная аллюзивность текста – скрытые цитаты и т.п. Общество перестраивалось в новую социальную структуру, принимавшую вид пирамиды и ее слои демонстрировали свою сплоченность и консолидацию новым словарным запасом, корпоративной культурой, новыми способами проведения досуга.

**Associate Professor Inkar Orynbassarova,
Associate Professor Assiya Sulkarnayeva**

*Gumilyov Eurasian National University,
Kazakhstan Branch of Moscow State University*

Emotive Phraseological Units: a Sociolinguistic Analysis (Based on Russian, Kazakh, English and French)

The results of the sociolinguistic analysis of emotive phraseological units based on the material of the Russian, Kazakh, English and French languages are reflected in the publication. The questionnaire purpose is to reveal and describe the lexical and semantic features of the emotive phraseological units on the basis of their comparative analysis.

Associate Professor Margarita Philippova

Lomonosov Moscow State University

The Concept of Hypocrisy: Good and Bad Sides

The aim of the present paper is to try and describe some characteristics of the concept 'hypocrisy'. The original stimulus for it was a widely known fact that the English were many times called a hypocritical nation (especially in the 19th century). Nevertheless, it does not diminish the self-esteem or prosperity of the nation. We can say that the concept 'hypocrisy' has good and bad sides and is connected with such concepts as politeness, tact, etc.

It can be said that this concept is a reflection of the English nation's world view, its psychology, ethical, moral, religious and political principles.

10.00–12.30

≡ SIG: Literature in the EFL Classroom

Chair*: Professor Andrey Lipgart, Associate Professor Irina Gyubbenet*

Room*: 455, 4th floor*

Associate Professor Natalia Kapytko

Minsk State Linguistic University, Belarus

The Role of Simulacrum in Iain Banks' Novel "Walking on Glass"

The presentation focuses on the functions of simulacrum in the semantic structure of I.Banks' novel "Walking on Glass." The concept of simulacrum viewed as a "copy of a copy" is represented in the paper within the aesthetic context of Postmodernism which enables a multi-layered reading of the novel. Also, its function as an important means of cohesion is

emphasized. Three independent plotlines introduced in the novel are interconnected through simulacra.

Professor Tamar Paichadze

Tbilisi State University of Ivane Javakhishvili, Georgia

Word-Logos as Cultural Space in the Modernist Text

City has always been a symbolic binary of the artistic perception. Such dependence is intensified after time as the center of the "worldlogo" of the creator or lyrical hero in art shifted from primeval underlining of nature – aesthetic background – of rural landscapes and quiet, in panteyskih requisites to urban gray streets to a noisy, chaotic environmental atmosphere. This process of centralization turned out to be irreversible and was followed him to attract the creative forces so the socio-cultural function of the city reflected by the importance. Moreover the same process coincided with the beginning modernistic era and appears the new "urban text."

Associate Professor Tatiana Kizilova

Lomonosov Moscow State University

The Voice That Must Be Heard

The author will attempt to disclose the reasons and the ways in which one and the same text ("The Catcher in the Rye" by J. D. Salinger) may be perceived differently by different types of readers. Conversational formulae used to fashion the teenage voice apart from producing the effect of verisimilitude of life become an instrument of exposing the hypocrisy of the society. Such high frequency words as 'look',' listen', 'mind', 'feel' give the text an important channel of meaning of the genesis of the writer, being the main ingredients of the writer's calling.

Larissa Mashkova, PhD

Lomonosov Moscow State University

Literature as a Source of Cultural and Socio-Historical Information

Apart from producing the powerful aesthetic impact, the works of verbal art have invariably provided the reader with certain cultural and socio-historical information embedded in the text. Sometimes being "on the surface", at times carefully hidden "between the lines", the information enriched our understanding of the literary work itself – and of the epoch or the cultural phenomenon described by the author. Learning to reveal the hidden treasure of literature might add another dimension to our perception of what we attempt to read.

Associate Professor Ekaterina Toroptseva

Moscow Region State University

Contemporary British Poetry in ELT

BritLit project was launched in Moscow by the British Council with the view to promote contemporary British literature and culture and motivate young learners and young adult learners to read in English. Materials created by international teams of teachers are based on works by contemporary writers and poets, however the latter are less popular with Russian teachers and students, according to feedback received at events arranged by the British council. Contemporary British poetry appeals to a wide range of readers of all levels and can be used successfully in ELT in order to study culture and in to teach the main skills – grammar, listening, reading, speaking, and creative writing.

Tatiana Suprun

Lomonosov Moscow State University

Humanities in Academia: the Glass Beads Game Approach

University teachers of humanities will probably agree that there are fundamental questions which normally lie dormant in periods of social and academic stability, but in turbulent times rise from some deeper layers of consciousness and start demanding answers or at least some attention. This seems particularly true for teachers of languages to students of non-linguistic specialization, as the issues of existential character are not normally included in their syllabus. In this paper an attempt is made to show that students respond well to the approach that we call Alexandrian, in the sense that it uses elements of literature, art and philosophy in order to build behavioral models to be discussed as well as generate novel insights into the experience they have already acquired.

Associate Professor Irina Gyubbenet

Lomonosov Moscow State University

The Role of Literature in Building up a Linguistic Persona

A brief review of the stages and adult student of English passes through in the course of language learning with special reference to the role of literature in the process.

13.00–16.00

≡   **SIG: Translation and Interpretation Challenges across Various Discourses**

Chairs*: Professor Velta Zadornova, Associate Professor Aschen Mikoyan, Associate Professor Denis Moukhortov*

Room*: 455, 4th floor*

Professor Velta Zadornova

Lomonosov Moscow State University

Translation as an Important Factor in the Understanding and Appreciation of a Literary Text

The aim of the paper is to show how translation can serve broad philological purposes. Translation is not only an important means of communication, not only a mediator in the process of cultural exchange, it also helps to understand and appreciate literature. Translations enrich our knowledge of a source text revealing features that can pass unnoticed if the text is studied as such. This function of translation is demonstrated in the paper at the lexical level of literary works, where it becomes most apparent: the existing translations help to go more deeply into the semantic and stylistic 'capacity' of the original word.

Associate Professor Liliya Boldyreva

Lomonosov Moscow State University

Translation Strategy: Definitions, Meaning, Implications

The talk deals with the concept "translation strategy", its numerous definitions, significance and application in the sphere of literary translation.

Larissa Gorokhova, PhD

Pyatigorsk State Linguistic University

Agglomerates of Sound-Imitating Units in Literary Text as a Translation Problem

Agglomerates of sound-imitating units – clusters of onomatopoeias performing the same function and occurring mostly in texts of literary or journalistic style – present a special problem to the translator. In most cases it is essential to preserve the agglomerate in translation using onomatopoeic words of the target language where possible or compensate those in the absence of an onomatopoeic equivalent.

Associate Professor Viktoriya Zavyalova, Diana Shaydullina

Far Eastern Federal University

Foreign Accent Variability as the Cause of Information Loss in Simultaneous *I*nterpreting

Simultaneous interpreting poses a number of challenges. In the Russian Far East, interpreters oftentimes have to translate foreign-accented speech which is hard to perceive and comprehend. This means they need to know what is peculiar for native speakers of oriental languages talking in English. The article presents the results of an experiment and auditory, electro-acoustic and quantitative analyses of the stimulus material – an English speech of a Japanese speaker and its translations by two Russian interpreters.

Ekaterina Lartseva

Yeltsin Ural Federal University

Intralingual false friends in the English-Russian translation

The article discusses false friends in British English and American English. It analyzes translations of americanisms from N. Hornby's novels, pinpointing their different meanings in British English. The novels in question are «About a Boy» (1998), «A Long Way Down» (2005), «Slam» (2007) and their translations — «Мой мальчик» (2004), «Долгое падение» (2013), and «Слэм» (2008). The analysis calls for special attention to the problem of translating intralingual false friendsand compiling dictionaries of such tricky words.

Доцент Денис Мухортов

МГУ имени М.В.Ломоносова

Когда предложение рождает спрос, а спрос рождает вдохновение (Из опыта проведения межфакультетского курса по переводоведению)

В этом докладе сообщается об итогах проведения межфакультетского курса «Основы англо-русского перевода: лексико-семантические и синтаксические преобразования», проводившегося в МГУ весной 2015 года. Уникальность опыта состоит в том, данная тематика привлекла внимание 120 студентов с разным уровнем языка и притязаний, и от лектора требовалось удерживать интерес слушателей и исполнять все заявленные в программе обещания. В конце каждого занятия отводилось время под саморефлексию, в результате чего можно было отслеживать динамику учебного процесса и усвояемость объясняемого материала. У гостей конференции будет возможность ознакомиться с выдержками из опросников студентов различных факультетов МГУ и принять участие в обсуждении некоторых методологических проблем, стоящих перед университетскими преподавателями иностранного языка.

Associate Professor Aschen Mikoyan

Lomonosov Moscow State University

'Food for Thought': Culinary Terms as a Translator's Challenge

Food, besides being an essential part of human life in general, constitutes one of the most prominent features of each nation's cultural identity. Translation, which has long been recognized as a cross-cultural activity, should strive for as faithful representation as possible of *both* the 'verbal tapestry' (John Roche) of any culturally significant text *and* its cultural content. The paper will discuss different approaches to translating food terms (as a distinct type of culture-related terms), focusing on the descriptions of food and meals found in Gogol's *Dead Souls* and their renderings in several English and Italian translations of the poem.

10.00–12.00

≡   SIG: Business English: Theory and Practice

Chair*: Professor Tamara Nazarova*

Room*: 413, 4th floor*

Professor Ludmila Chikileva

Financial University under the Government of the RF

Developing of Communicative Competence in Business English Course

Business English focuses on the communicative competence and English language skills necessary to communicate in an increasingly global business environment. What is generally associated with a 'Business English' course is formation of communicative skills and competences needed for professional purposes. Business English learners need to develop linguistic, discourse and intercultural competence. Reflective teaching is a process where teachers think over their teaching practices, analyzing how something was taught and how the practice might be improved or changed for better learning outcomes.

Associate Professor Irina Tverdokhlebova

Moscow City Teacher Training University

Business Communication Skills Audit or How to Help Students Balance Their Personal & Professional Assets.

Practising writing a CV sometimes presents unexpected difficulties for Russian learners of Business English when it comes to identifying where the applicant shines or needs polish. Some of the difficulties obviously stem from cultural perceptions, others from lack of experience in a better image-

building. The purpose of the workshop is to explore a number of techniques that may be used in a BE teaching class for enhancing students' knowledge of their own strengths and weaknesses, identifying their key values in a working environment, increasing awareness of the multifaceted aspects of their qualities and boosting their self-confidence.

Associate Professor Tatiana Efimenko

Financial University under the Government of the RF

The Implementation of Compression Rule in English Business Discourse

This report is aimed at the linguistic and pragmatic research towards acronyms and abbreviations used in business letters. All the abbreviations provide high degree of informative capacity of some distinguished parts of the text. The business communicators` pragmatic needs to transfer information using a certain linguistic and cultural code determines the creation of compressive forms of language units in business letters. Unequal code translation of abbreviations can give occasion to communication failure. Possessing different pragmatic functions acronyms and abbreviations can be used both in formal and informal business letters.

Associate Professor Alexander Litvinov

University of the Russian Academy of Education

Victoria Sibul, PhD

People's Friendship University of Russia

Some Issues Related to Selecting Linguistic Content for Teaching Business English to Students Majoring in Linguistics

The talk analyzes the essentials of shaping the course content as well as the issues of theory and practice requiring further in-depth research. In particular, selecting appropriate vocabularies and grammatical patterns and classifying them depending on communicative purposes of teaching; streamlining essential professional topics and communication scenarios; developing a simulation exercise and case study system among them, etc.

Yulia Ivanova

Financial University under the Government of the RF

Phonetic and Verbal Means of Impact in Business Presentations

The article aims to describe the techniques of speech impact and the phonetic means in English business presentations. The use of this combination leads to the effective achievement of communication goals. As a rule the audience is not easily inclined to part with their knowledge and belief and act contrary to their established everyday activities and ideas, so each business public talk needs its own strategy and tactics of persuasion, based on the thorough analysis of the situation and listeners. The role of prosody is to strengthen the semantic content of the utterance.

Professor Tamara Nazarova

Lomonosov Moscow State University

ELT (English Language Teaching) and TBE (Teaching Business English) as Social Responsibility

Muticulturalism is a pervasive myth; multi-ethnicity, however, is real. English as a lingua franca (ELF) can hardly resolve all intercultural problems. This is where ELT professionals come in and take on the challenging task of engaging and encouraging their students to learn to communicate.ELT is increasingly perceived, organized and implemented as the teaching of communication skills across cultures. Transforming your students into effective communicators is a form of social responsibility. The same applies to Business English – the language used for business purposes. The communicative methodology elaborated at the English Department for the students of Business English will be detailed and demonstrated.

12.30–14.30

≡ **Round-table discussion: Media Discourse**

Chair: *Associate Professor Elena Mendzheritskaya*

Room: *413, 4th floor*

Доцент Оксана Ксензенко

МГУ имени М.В.Ломоносова

Медиа-дискурс в современном обществе: динамика исследования и преподавания

В последнее время наблюдается как развитие традиционных жанров медиа-дискурса, так и формирование инновационных видов медиа-коммуникации. Подобные тенденции предполагают совершенствование исследовательских методов и требуют разработки новых дидактических принципов. В докладе подчеркивается значимость интегративного подхода к изучению медиа-дискурса, рассматриваются вопросы систематизации методов его исследования, обсуждаются особенности жанровой стратификации медиа-дискурса.

В первой части сообщения рассматриваются вопросы, связанные с определением базовых принципов классификации медиа-дискурса и описанием методов исследования его отдельных видов. Вторая часть сообщения посвящена рассмотрению традиционных и инновационных дидактических методик, используемых при изучении медиа-дискурса и в процессе преподавания языка для специальных целей специалистам в сфере журналистики, телекоммуникаций, рекламы и связей с общественностью.

Профессор Валентина Тырыгина

Нижегородский государственный лингвистический университет

им. Н.А.Добролюбова

Способы межтекстовой когерентности в медийном дискурсе

Представленный материал сосредоточен на способах установления когерентности между, по крайней мере, двумя текстами, созданными в медийном дискурсе. Данный вопрос гораздо менее рассмотрен и изучен чем механизмы создания связности в отдельном тексте. Газетный дискурс как часть медийного дискурса, последний, как известно, включает помимо печатного сегмента и электронный сегмент, складывается из большого количества гетерогенных текстов: некоторые из них вполне автономны и независимы друг от друга, в то время как другие объединяются содержательно и формально. К последним относятся так называемые «письма к редактору» и соответствующие журналистские тексты, послужившие импульсом к написанию писем. Обнаружить средства, свидетельствующие об интеграции названных текстов в единое целое, является целью предлагаемого материала.

Галина Казимова

МГУ имени М.В.Ломоносова

Библейские цитаты и аллюзии в современных англоязычных СМИ

В текстах, порождаемых современными СМИ, библеизмы, являясь частью традиционной культуры, зачастую оказываются встроенными в социо-культурный контекст, предполагающий их специфическую интерпретацию. В докладе приводятся некоторые примеры употребления библеизмов в современных англоязычных СМИ, преимущественное, в текстах, посвященных актуальным политическим проблемам, анализируются способы введения библейских цитат в авторский текст, рассматривается их функциональная роль.

Ekaterina Lindberg, PhD

Peoples' Friendship University of Russia

Product Image Formation Techniques in Advertising Discourse on the Internet

The paper analyses basic features of product image formation in advertising discourse on the Internet (based on the material of mass media banner advertisements). Key concepts which are used in the discourse in order to create and maintain a positive image of the advertised product (printed edition) are highlighted; the role of appeal to these concepts in the advertising discourse is looked at from the pragmatic point of view.

Доцент Елена Темнова

Национальный исследовательский технологический университет «МИСиС»

Использование материалов медиадискурса для обучения техническому компоненту студентов лингвистических специальностей

Медиадискурс обладает важным преимуществом быстрого обновления информации, что позволяет изучать новые технологии и инновации в режиме реального времени. Вариант комбинирования текстовых и видео материалов, а также включения аудио материалов при отсутствии возможности использования видео ресурсов, является наиболее приемлемым в современном лингвистическом вузе. Введение медиадискурса в качестве методического материала оказывает позитивное влияние на учебный процесс, повышает его эффективность, а также уровень профессиональной подготовки и академическую мотивацию студентов лингвистических специальностей.

10.00–12.00

≡   ## SIG: Multimodal Discourse: Semantics, Semiotics, Pragmatics

Chair*: Associate Professor Ekaterina Mikhailovskaya*

Room*: 519, 5th floor*

Natalia Arnova

Oriental University, Moscow

The Interaction of Prosodic Features and Non-Verbal Communication Means in Discourse of Presentation of a New Product

The speaker sheds light on interaction of prosodic and non-verbal means of communication in discourse of presentation of a new product. The results of the undertaken research work prove that frequency of non-verbal jests and prosodic alternation mostly coincide with marker words, that express concepts connected with system of categories of thinking formation as well as formation of communicator's system of norms and values.

Svetlana Roschina

Lomonosov Moscow State University

Observations on the Peculiarities of Punctuation in Film Scripts in English (a Case Study of Quentin Tarantino's *Kill Bill* and *Inglourious Basterds*)

The present paper provides a glimpse into the changes punctuation may undergo under the influence of film script as a medium. It focuses on the correspondence between the film script's punctuation and the film's prosody in order to investigate their interdependence and to try and establish the intended meaning behind the recurring patterns.

Sophia Vdovichenko

Far Eastern Federal University

Communicative Specificity of Videogame Discourse

The popularization of video games as a means of entertainment, along with a wide spread of the Internet nowadays allows players to communicate not only on the various forums, but also directly during the game. We define this kind of communication as videogame discourse, viewing it as a type of computer discourse. This statement gives grounds to study the features of the videogame discourse based on the features that characterize computer discourse as a form of communication.

Daria Rabekina

Lomonosov Moscow State University

Synthesis of the Verbal and the Non-verbal as the Key Principle of Woody Allen's Film Stylistics: *Annie Hall* (1977)

It has been stated time and again by leading experts in the field that the art of cinematography is synthetic throughout: the language of film is comprised by quite a few semiotic subsystems which all contribute to the emergence of a multicode whole. Thus, films present creolized texts. One of the most vivid and convincing examples of this is the cinematography of Woody Allen – one of the most prominent and prolific American film-directors of our time. In Allen's films the proportion of the verbal component is considerably higher than in most film productions, which makes them extremely interesting for linguistic investigation. Yet it is not the quantitative aspect which brings this material into the limelight of linguistic research, but rather the quality of it.

Associate Professor Ekaterina Mikhailovskaya

Lomonosov Moscow State University

Secondary Elements in Film Discourse: Semantics, Semiotics, Stylistics

The talk focuses on the functioning of secondary elements in film discourse and the way they contribute to its stylistics.

12.30–14.30

≡   SIG: Phonetics in ELT in Global English Context

Chair: *Professor Svetlana Decheva*

Room: *519, 5th floor*

Associate Professor Elena Mikhaleva

Moscow City Teacher Training University

Multicultural London English

The latest UK 2011 Census revealed that almost 40% of the population in East London, England's most ethnically diverse area, speak English as a second language which means decrease in local white population. Experts warn of the damage done by the young immigrants to the English language in the area. The problem of national variation of the English language marked by the linguistic and extralinguistic factors is analysed. The article focuses on Multicultural London English – a new dialect of East End of London which is spoken by young people from different ethnic backgrounds.

Maria Aleksyuk

Lomonosov Moscow State University

The Pragmaphonostylistic Comparison of Literary Characters (Based on "Arthur and George" by Julian Barnes)

The subject of the article is the pragmaphonostylistic aspect of philological reading. In order to highlight the rhythmical and prosodic peculiarities of the portrayals of the contrasted characters, the analysis of the artistic text is carried out. The analysis relies on the principles of philological phonetics, phonostylistics, linguopoetics, linguostylistics, pragmaphonostylistics. The characters from one novel are compared to each other.

Elena Amochkina, PhD, Vasily Amochkin, PhD

Lomonosov Moscow State University

Phonostylistics and the Representation of Gender in the Speech of Film Characters

The paper is devoted to the phonostylistic study of film discourse which is regarded as a special kind of oral artistic text. It focuses on the means of gender representation in the speech of film characters and compares them with the characteristics of natural 'male' and 'female' speech. The present research aims to highlight the prosodic and rhythmical properties of English speech that can be used as a special artistic device to create the gender aspect of a character's image. The study has been carried out on the verge of phonostylistics, gender linguistics and semiotics of film text.

Associate Professor Svetlana Decheva

Lomonosov Moscow State University

Modern American Advertising: Sensing the Pulse of the Time

Although extremely prolific, the subject of American advertising is still open to interpretation in phonetic and psycholinguistic terms. The tastes and demands of the Global English speaking community and the incredible technological advances of our time have entirely transformed the so far existing marketing strategies and techniques making them much more involved and difficult to trace and pinpoint than ever before. To sense the pulse of the time and to get a deeper insight into the hidden mechanisms of modern American advertising a highly comprehensive cognitive processing of the material is required, and cognitive syllabics appears to be a great help here.