



RUDN UNIVERSITY
FACULTY OF ECONOMICS
DEPARTMENT OF FOREIGN LANGUAGES

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Program of the X International Research Conference

**TOPICAL ISSUES OF LINGUISTICS AND TEACHING
METHODS IN BUSINESS AND PROFESSIONAL
COMMUNICATION**

22-23 April 2022

Moscow 2022

CONFERENCE PROGRAMME

22 April 2022

Time	Topic	Speaker
8.30. – 10.00	Registration of Participants	
10.00 – 12.00	Plenary Session 1 Conference room 6 IMEB	
10.00-10.10	Opening Speech	Andrey A. Kostin, First Vice Rector - Rector for Research, DSc in Medicine, Professor, Corresponding Member of the Russian Academy of Sciences
10.10-10.20	Welcome Speech	Yuri N. Moseikin (Russia) Dean of the Faculty of Economics, RUDN University, DSc in Economics, Professor
10.20-10.25	Welcome Speech	Elena N. Malyuga (Russia) Chairperson of the Organising Committee Head of Foreign Languages Department Faculty of Economics RUDN University Academician of the Russian Academy of Natural Sciences DSc in Linguistics, Professor
10.25-10.45	“The principles of interaction in a global communicative space: Semiotics vs Metasemiotics”	Tamara B. Nazarova (Russia) DSc in Linguistics, Professor of English Linguistics Department, Faculty of Philology, Lomonosov Moscow State University
10.45-11.15	“Revisiting the role of Systemic Functional Linguistics in pedagogy”	Wayne Rimmer (UK) DSc in Applied Linguistics, International Association of Teachers of English as a Foreign Language (IATEFL) coordinator, author of teaching course materials and resource books published by Cambridge University Press
11.15-11.35	“Typological image of the Chinese language: the whole is in the parts”	Vladimir A. Kurdyumov, DSc in Linguistics, Professor of the Chinese Language Department, Moscow City University (MCU), National Ilan University (Taiwan)
11.35-12.00	“Les langues étrangères enseignées aux juristes ou économistes” (“Foreign languages taught to lawyers and economists”)	David Krašovec (France), DSc in Cultural Studies, Associate Professor at the Russian Presidential Academy of National Economy and Public Administration (RANEPA)
12.00-13.00 Coffee Break		
13.00 –14.40	Plenary Session 2 Conference room 6 IMEB	
13.00-13.30	“Intercultural business communication - time for a new paradigm”	Barry Tomalin (UK) Professor of Glasgow Caledonian University, co-editor of the Training Language and Culture magazine, author of textbooks on Business English

13.30-13.50	“Linguocommunicative aspects of cloud diplomacy from the perspective of creative linguistics”	Maria V. Ivanova (Russia), Academician of the Russian Academy of Natural Sciences, DSc in Linguistics, Professor, Dean of the intramural faculty, Maxim Gorky Literature Institute
13.50-14.20	“Theoretical and practical aspects of teaching Business English vocabulary in EFL classes”	Valentina Budinčić (Serbia), Alfa BK University, Serbia
14.20-14.40	“The pragmatics of professional communication”	Vladimir I. Karasik, DSc in Linguistics, Professor, The Pushkin State Russian Language Institute

SEMINARS HELD BY RUSSIAN AND INTERNATIONAL RESEARCHERS, AUTHORS OF TEACHING COURSES ON BUSINESS AND PROFESSIONAL COMMUNICATION

**15.00-15.40
Seminar**

“LanguageCert USAL es Pro. Un examen adaptivo con vigilancia remota”

Host: Juan Miguel Prieto Hernández, head of language testing, the University of Salamanca (Spain)

Conference room 6 IMEB

**15.40-16.20
Workshop**

“Spanish language in Latin America”

Host: Bolivar Villareal (Ecuador), CSc in Economics, Associate Professor, Department of Language Training/Languages for Public Administration, Russian Presidential Academy of National Economy and Public Administration (RANEPA)

Conference room 6 IMEB

**15.00-15.40
Workshop**

(“The most common type of reading for business. Training a successful email user”)

Host: Anna V. Gorizontova, CSc in History, consultant at PeopleCert International Limited

Room 105/ TEAMS

15.40-17.45
Section 1
Strategies Used in Teaching Profession-Oriented Translation in a Non-Linguistic University

Chairperson: Aleksandra G. Anisimova, DSc in Linguistics, Professor of the English Linguistics Department, Lomonosov Moscow State University

Co-chairperson: Viktoria V. Sibul, CSc in Linguistics, Associate Professor, RUDN University

“The role of linguistics in developing the skill of translating authentic texts into a simplified language for the purposes of foreign language teaching at universities”

Lyubov A. Nefedova, DSc in Linguistics, Professor, Chair of the German Language Department, Moscow Pedagogical State University (MPGU)

“Translation process as a reconstruction of reality”

Irina N. Remkhe, CSc in Linguistics, Associate Professor, Chelyabinsk State University

Liliya A. Nefedova, DSc in Linguistics, Professor, Chelyabinsk State University

“Audiovisual translation as a source material for interpreter training”

Viktoria V. Sibul, CSc in Linguistics, Associate Professor, RUDN University

“Shaping translator competence when teaching translation to non-linguistic students”

Elena E. Aksenova, CSc in Education, Senior Researcher, Evroshkola Research Center

“Latin American youth slang as a translator challenge”

Elena S. Zernova, CSc in Linguistics, St. Petersburg State University

“Shaping the cross-cultural professional competence of non-linguistic students when doing a pre-translation analysis of a foreign-language text”

Elena V. Monakhova, CSc in Linguistics, Associate Professor, Moscow City University (MCU), RUDN University

Room 105/TEAMS

15.00-17.40
Section 2
Topical Issues of Linguistics

Chairperson: Vladimir A. Kurdyumov, DSc in Linguistics, Professor of the Chinese Language Department, Moscow City University (MCU)

Co-chairperson: Arjuna G. Ivanova, CSc in Linguistics, Associate Professor, RUDN University

“On the issue of differentiating rhythmic means in European languages”

Yelena I. Boychuk, DSc in Linguistics, Associate Professor, Yaroslavl State Pedagogical University named after K.D. Ushinsky

«Distinctive features of tone in identifying illocutionary acts”

Yevgeniy I. Grigoryev, DSc in Linguistics, Professor, MGIMO University

“The systemic-paradigmatic relations in Bulgarian and Russian vocabulary”

Natalia A. Lavrova, DSc in Linguistics, Professor, Moscow Pedagogical State University (MPGU)

“On the issue of English borrowings in the Chinese language”

*Arjuna G. Ivanova, CSc in Linguistics, Associate Professor, RUDN University
Irina V. Smirnova, CSc in Linguistics, Associate Professor, RUDN University*

“Laughter as the principal tool of appreciating the comic”

Arseniy I. Bochkarev, CSc in Linguistics, Associate Professor, Chair of the Department of Foreign Languages at Technical Faculties, Novosibirsk State Technical University

“The functional potential of author commentary in a comical context”

Kseniya A. Vikhlyaeva, Lecturer, Samara National Research University named after academician S.P. Korolev (Samara University)

“Memes as a communicative and manipulative speech unit”

Tamara Yu. Mkrtschan, CSc in Linguistics, Associate Professor, Southern Federal University

“Developmental singularities of the modern-day online lexicography (a case study of English lexicographical resources)”

Inna A. Vorontsova, CSc in Linguistics, Associate Professor, Yaroslavl State Pedagogical University named after K.D. Ushinsky

“On the issue of convergence of institutional discourses”

Svetlana S. Polskaya, CSc in Linguistics, Associate Professor, MGIMO University

“The lexical means of expressing temporality in the German language and their role in the foreign language acquisition process”

Yelena V. Terekhova, CSc in Linguistics, Associate Professor, Moscow Pedagogical State University (MPGU)

23 April 2022

9.30-10.00

Registration of Participants

10.00-12.00 Panel Discussion

**TOPICAL TRENDS OF PROFESSIONAL COMMUNICATION,
PROFESSIONAL TRANSLATION AND PROFESSION-ORIENTED
TRAINING**

Host: *Elena N. Malyuga, Academician of the Russian Academy of Natural Sciences, DSc in Linguistics, Professor, Head of Foreign Languages Department, Faculty of Economics, RUDN University*

Speakers:

Alexandra G. Anisimova, DSc in Linguistics, Professor of the English Linguistics Department, Lomonosov Moscow State University

“Specialized Translation: optimizing the learning process”

Elena N. Malyuga, Academician of the Russian Academy of Natural Sciences, DSc in Linguistics, Professor, Head of Foreign Languages Department, Faculty of Economics, RUDN University

“Conceptual interpretation of the term ‘buzzwords’ as a manipulative rhetoric component in professional communication”

Tatiana A. Dmitrenko, Academician of International Teacher Training Academy of Sciences, DSc in Education, Professor, Methodology of Foreign Language Department, Institute of Foreign Languages, Moscow Pedagogical State University (MGPU)

“The most significant issues of teaching the foreign language of business and professional communication in the context of digitalization of language education”

Svetlana N. Ledeneva, CSc in Linguistics, Chair of the English Language Department No.4, MGIMO University

Yevgenia V. Ponomarenko, Academician of the Russian Academy of Natural Sciences, DSc in Linguistics, Professor, English Language Department No.4, MGIMO University

“On the proportion of reproductive and productive forms of teaching business dialogue-based communication”

Room 109

SECTIONS

10.30-15.30 (coffee-break 12.30-13.30)

Section 3

Modern Trends of Profession-Oriented Foreign Language Teaching

Chairperson: *Tatiana A. Dmitrenko, Academician of International Teacher Training Academy of Sciences, DSc in Education, Professor, Methodology of Foreign Language Department, Institute of Foreign Languages, Moscow Pedagogical State University (MPGU)*

Co-chairperson: *Svetlana A. Burikova, CSc in Linguistics, Associate Professor, RUDN University*

“Problems of the methodology of teaching the foreign language of business and professional communication in the context of digitalized language education”

Tatiana A. Dmitrenko, Academician of International Teacher Training Academy of Sciences, DSc in Education, Professor, Methodology of Foreign Language Department, Institute of Foreign Languages, Moscow Pedagogical State University (MGPU)

“Intercultural communicative competence in foreign language teaching and learning: a comparison of the situation in Morocco and Germany in tertiary education”

Nadya Izzaamiouine, PhD candidate, University of Bonn

“Internet blog as a multimedia text in the educational discourse”

Anastasia V. Zinkovskaya, DSc in Linguistics, Professor, Chair of the English Linguistics Department, Kuban State University

Veronika V. Katermina, DSc in Linguistics, Professor, Kuban State University

“Cases competition as a motivational component of profession-oriented foreign language teaching”

Vanda S. Arutunyan, CSc in Linguistics, Associate Professor, Financial University under the Government of the Russian Federation

“Multilingual university environment as a factor of shaping cross-cultural competence of engineering students”

Maria S. Voskresenskaya, CSc in Education, Associate Professor, Moscow Institute of Physics and Technology

“The skill of reading comprehension as the basis for the courses Economic Translation and Business Communication”

Maria V. Zhukova, CSc in Law, Associate Professor, MGIMO University

“Foreign language acquisition in the framework of continuous education concept”

Viktoria V. Vetrinskaya, CSc in Education, Associate Professor, Russian Presidential Academy of National Economy and Public Administration under the President of the Russian Federation (RANEPA)

“Using portfolio in teaching the professional language of sociology in English”

Aleksandr O. Kozmin, CSc in Linguistics, Associate Professor, MGIMO University

“Setup + punchline = a joke: humour in professional training of foreign language instructor”

Ekaterina G. Kuzovnikova, Instructor, Lomonosov Moscow State University

“Adding YouTube content of the Expedia channel to the process of teaching English for professional purposes”

Larissa M. Leonovich, CSc in Linguistics, Senior Lecturer, Samara National Research University named after academician S.P. Korolev (Samara University)

“Digital educational platforms used in Russia”

Diana I. Kaziyeva, Senior Lecturer, RUDN University

“Why don’t we hear the voice of today’s youth?”

Svetlana N. Popova, CSc in Linguistics, Associate Professor, RUDN University

“The problem of didactical principles of foreign language training in the context of blended learning”

Elena A. Lisitsina, Senior Lecturer, Moscow Pedagogical State University

“The importance of social intellect to the efficiency of foreign language training”

Diana F. Sabova, MA student, Southern Federal University

Marina V. Naumenko, CSc of Sociology, Associate Professor, Southern Federal University

“Teaching English wordbuilding as part of the cognitive approach using digital tools”

Marina V. Vlavatskaya, DSc in Linguistics, Professor, Novosibirsk State Technical University

Ekaterina A. Bolotina, MA student, Novosibirsk State Technical University

“Using associative dictionary entries as educational material (based on the dictionary entry APARTMENT)”

Elmira Kh. Zhamaletdinova, Instructor, Moscow State Linguistic University

Olga K. Kalashnikova, Senior Lecturer, Russian Presidential Academy of National Economy and Public Administration under the President of the Russian Federation (RANEPA)

“The relevance of Home Reading as exemplified by the English Literature Reader”

Marina V. Ziza, Senior Lecturer, Lomonosov Moscow State University

Evgeniya V. Klyukina, Senior Lecturer, Lomonosov Moscow State University

“On the issue of using the Internet in teaching reading as part of university English language classes”

Marina M. Isupova, CSc in Linguistics, Associate Professor, The Diplomatic Academy of the Ministry of Foreign Affairs of the Russian Federation

“The language teaching potential of using multifunctional online services in the context of higher education digitalization”

Tatiana B. Kashpireva, CSc in Education, Tula State Lev Tolstoy Pedagogical University

“Text mediation in foreign language teaching”

Natalya L. Kucherenko, CSc in Education, Associate Professor, St. Petersburg State University

Anna V. Yung, CSc in Linguistics, Chair of the Foreign Languages Department, St. Petersburg State Technological Institute (Technical University)

“The role of the subject “Foreign Language” in forming a healthy lifestyle of medical students”

Olesya V. Razdorskaya, CSc in Education, Associate Professor, Kursk State Medical University

10.30-15.30 (coffee break 12.30-13.30)

Section 4

Topical Issues of Teaching Foreign Language of Business Communication

Chairperson: *Tamara B. Nazarova, DSc in Linguistics, Professor, Department of English Linguistics, Faculty of Philology, Lomonosov Moscow State University*
Co-chairperson: *Alexander V. Litvinov, CSc in Education, Associate Professor, Department of Foreign Languages, Faculty of Economics, RUDN University*

“The trichotomy function — pattern — practice in a Business English classroom: from theory to active skills”

Tamara B. Nazarova, DSc in Linguistics, Professor, Department of English Linguistics, Faculty of Philology, Lomonosov Moscow State University

“Interdisciplinary integration in profession-oriented foreign language teaching: the means and possibilities of implementation”

Vladimir V. Vorobyev, DSc in Linguistics, Professor, RUDN University

Marina B. Serpikova, Associate Professor, Russian University of Transport (MIIT),

Irina A. Ugolnikova, Senior Lecturer, Russian University of Transport (MIIT)

“Improving the methods of presenting profession-oriented vocabulary”

Olga I. Khalupo, DSc of Linguistics, Professor, South Ural State Agrarian University

“Changing the traditions of constructing academic writing as a reflection of societal transformations”

Irina P. Khutaz, DSc of Linguistics, Professor, Kuban State University

“Singularities of forming professional competencies in the online format”

Marina V. Vorontsova, CSc in Linguistics, Associate Professor, Chair of the West European Languages Department, Institute of Asian and African Countries, Lomonosov Moscow State University

“The skills necessary to form translator autonomy in the field of professional communication”

Oksana Ye. Chernova, Csc in Education, Associate Professor, RUDN University

Alexander V. Litvinov, CSc in Education, Associate Professor, RUDN University

“Singularities of small speech genres in business communication (as exemplified by the compliment and pep talk)”

Anna V. Goldman, CSc in Linguistics, Associate Professor, Moscow Pedagogical State University (MPGU)

“Digital humanities in the age of globalisation”

Natalya V. Mamonova, Csc in Linguistics, Associate Professor, Chelyabinsk State University

“Modern-day English-language academic summary: methods of semantic compression in small-format texts”

Marina V. Cherkunova, Csc in Linguistics, Associate Professor, Samara National Research University named after academician S.P. Korolev (Samara University)

“Linguopragmatic parametres of English-language medical dictionary entries”*Anastasia A. Golubykh, Lecturer, Samara National Research University named after academician S.P. Korolev (Samara University)*

Room 330

10.30-15.30 (coffee break 12.30-13.30)

Section 5 Linguocultological aspect of business communication

Chairperson: *Darya A. Shevlyakova, DSc in Cultural Studies, Professor, Chair of the Italian Language Department of the Faculty of Foreign Languages and Area Studies, Lomonosov Moscow State University*

Co-chairperson: *Irina V. Smirnova, CSc in Linguistics, Associate Professor, RUDN University*

“Italy in France, a collective portrait: the simulation game method in teaching the specialized language of art history”

Darya A. Shevlyakova, DSc in Cultural Studies, Professor, Chair of the Italian Language Department of the Faculty of Foreign Languages and Area Studies, Lomonosov Moscow State University

“The values of the cross-cultural communication based on the equal status principle”

Anna K. Krupchenko, DSc in Education, Professor, Financial University under the Government of the Russian Federation

“Regulators of phatic style in a national communicative culture”

Raissa G. Zhamsaranova, DSc in Linguistics, Professor, Transbaikal State University

“Singularities of Italy-Russia business communication”

Antonella Selvitella, President of the International Italian-Russian Association Sancta Mater, Vice President of the Torino Chamber of Commerce

“Profession-oriented foreign language teaching through series and fiction texts: strategies and prospects”

Noemi Albanese, Ph.D. in Linguistics, Associate Professor, University of Rome Tor Vergata

“Coursebook as a tool of shaping cross-cultural communication competence when teaching Italian language of Business Communication: criteria of selection and analysis”

Liana N. Ozerova, Instructor, Education First (Milan, Italy)

“Opera libretto as a methodological resource at a foreign language lesson”

Margarita Ye. Kaskova, CSc in Education, Associate Professor, RUDN University

Olga V. Demina, CSc in Linguistics, Senior Lecturer, RUDN University

“The comparative analysis of cultural and linguo-legal stereotypes (based on the expression ‘reasonable man’)”

Maria A. Vikulina, CSc in Linguistics, Senior Lecturer, Moscow State Linguistic University

Tatiana V. Uskova, CSc in Linguistics, Associate Professor, Moscow State Linguistic University

“Culturological classification of spells (based on the French language and culture)”

Elena V. Krivenko, Senior Lecturer, Novosibirsk State Technical University

“The relevance of cross-cultural communication on the international job market”

Gayane O. Petrosyan, CSc in Linguistics, Senior Lecturer, RUDN University

“Language means of expressing author modality in the French business discourse (based on the print media texts)”

Natalia V. Polyakova, CSc in Linguistics, Associate Professor, RUDN University

Veronika P. Shabanova, CSc of Linguistics, Associate Professor, Moscow Region State University

“Grammar singularities of the noun in the Spanish language on the territory of the Oaxaca State in Mexico”

Irina V. Smirnova, CSc in Linguistics, Associate Professor, RUDN University,

Svetlana D. Clemente-Smirnova, PhD student, RUDN University

“Linguocultological aspect of business communication”

Svetlana A. Burikova, CSc in Education, Associate Professor, RUDN University

“The linguopragmatic aspect of using moods after the negative form of thinking verbs in the print media discourse of France”

Olga A. Khutoretskaya, CSc in Linguistics, Associate Professor, St. Petersburg State University

Ivan I. Stolyarov, MA student, St. Petersburg State University

“Stereotyping in intercultural communication: its power and barriers”

Sharma Gaurav, Assistant Professor, RUDN University

“On the issue of inclusive writing in the French language: the situation in France and Quebec”

Marina S. Miretina, CSc in Linguistics, Associate Professor, St. Petersburg State University

Room 436

10.30-15.30 (coffee break 12.20-13.30)

Section 6

Topical Issues of Contemporary Applied Linguistics (Germanic Languages)

Chairperson: *Yevgenia V. Ponomarenko, Academician of the Russian Academy of Natural Sciences, DSc in Linguistics, Professor, English Language Department No.4, MGIMO University*

Co-chairpersons: *Antonina A. Kharkovskaya, CSc in Linguistics, Professor, Samara National Research University named after academician S.P. Korolev (Samara University)*

Svetlana N. Popova, CSc in Linguistics, Associate Professor, RUDN University

“Conceptualization of infinity in the Russian linguistic consciousness”

Vladimir I. Karasik, DSc in Linguistics, Professor, the Pushkin State Russian Language Institute

“Interference of the Anglo-American legal experience resulting from an in-depth study of a foreign legal language”

Liliya V. Moiseyenko, DSc in Linguistics, Associate Professor, Chair of the Linguistics and Professional Legal Communication Department, Moscow State Linguistic University

“The routes of cross-cultural professional communication in the English-language context of the 21st century”

Antonina A. Kharkovskaya, CSc in Linguistics, Professor, Samara National Research University named after academician S.P. Korolev (Samara University)

Olga V. Aleksandrova, DSc in Linguistics, Professor, Chair of the English Linguistics at the Faculty of Philology, Lomonosov Moscow State University
Yevgenia V. Ponomarenko, Academician of the Russian Academy of Natural Sciences, DSc in Linguistics, Professor, English Language Department No.4, MGIMO University

“The Us vs Them opposition as a basis for cultivating tolerance on social media”

Viktoria I. Tarmayeva, DSc in Linguistics, Professor, Siberian Federal University
Valentin S. Narchuk, PhD student, Siberian Federal University

“Small-format headline text as a unit of manipulative communication in English-language mass media discourse”

Dmitry S. Khramchenko, DSc in Linguistics, Professor, MGIMO University

“English in Turkish social media”

Beril Tezeller Arik, Nuh Naci Yazgan University (Turkey)

“The nonce word as a manipulative speech unit and marker of a politician’s speech behaviours”

Viktoria A. Borisenko, CSc in Linguistics, Associate Professor, Southern Federal University

“Inauguration speech as a reflection of the U.S. President’s individual style (on the material of selected speeches)”

Yulia E. Znak, CSc in Linguistics, Associate Professor, MGIMO University

“Climate rhetoric in the speech of American and British politicians”

Aleksandra V. Radyuk, CSc in Linguistics, Associate Professor, RUDN University

“The role of functional relationships in discourse systems”

Viktoria L. Monakhova, CSc in Linguistics, Associate Professor, MGIMO University

“The functional specificity of evaluative manifestation in the English-language dramaturgical discourse”

Yulia S. Starostina, CSc in Linguistics, Samara National Research University named after academician S.P. Korolev (Samara University)

“Linguistic creativity in the English-language virtual discourse”

Maria P. Taymur, CSc in Linguistics, Moscow State Linguistic University

“Language peculiarities of the novel *The Trick is to Keep Breathing* by Janice Galloway”

Elena A. Tizlayeva, CSc in Linguistics, Associate Professor, Samara National Research University named after academician S.P. Korolev (Samara University)

“Using Anglo-American anti-proverbs in economic discourse”

Alla G. Sokolova, CSc in Engineering, Associate Professor, National Research Moscow State University of Civil Engineering (NRU MGSU)

Dzhamilya M. Khuchbarova, CSc in Linguistics, Associate Professor, Moscow University for Industry and Finance "Synergy"

Magomed M. Ibragimov, DSc in Linguistics, Professor, Gamzat Tsadasa Institute of Language, Literature and Art, Dagestan Federal Research Center of the Russian Academy of Sciences

**15.30-16.00 Summing Up Conference Results
Conference Room, Faculty of Economics**

15.3 0- 16.0 0	Closing Remarks	Elena N. Malyuga, Academician of the Russian Academy of Natural Sciences, DSc in Linguistics, Professor, Head of Foreign Languages Department Faculty of Economics, RUDN University
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