

**PEOPLES' FRIENDSHIP UNIVERSITY OF RUSSIA  
FACULTY OF ECONOMICS  
FOREIGN LANGUAGES DEPARTMENT**

with the participation of

English Language Office of the Embassy of the USA in Moscow, the British Council, Education Department of the Embassy of Italy in Moscow, the Goethe Institute, the Servantes Institute, the German Agency for Academic Exchange DAAD, the Information Centre for Higher Education in France «CampusFrance» of the Embassy of France in Moscow, publishing houses «Pearson Education», «Cambridge University Press», «Macmillan», «Hueber», «Langenscheidt», companies «Britannia», «Evrokniga», «Novy Disk», «T-Service».

**Programme of  
IV INTERNATIONAL RESEARCH CONFERENCE**

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

**22-23 April 2010**

*The conference is devoted to the 10-year anniversary of the Foreign Languages Department of the Economic Faculty of Peoples' Friendship University of Russia.*

**Organizing committee**

**Chairman of the committee**

*Vladimir M. Filippov*, academician of Russian Academy of Education, Rector of Peoples' Friendship University of Russia, professor

**Vice-chairpersons of the committee**

*Yelena N. Malyuga*, academician of Russian Academy of Natural Sciences, Head of Foreign Languages Department, Faculty of Economics, Peoples' Friendship University of Russia, professor, doctor of philology

*Tatyana A. Dmitrenko*, academician of International Academy of Pedagogical Sciences, Professor of the Department of Foreign Languages Methodology, Faculty of Foreign Languages, Moscow State Teachers' Training University, doctor of pedagogy

***Yuriy N. Marchuk***, academician of International Informatization Academy, professor of Department of General and Comparative Historical Linguistics, Faculty of Philology of Lomonosov MSU, doctor of philology

***Yevgeniya V. Ponomarenko***, Foreign Languages Department, Moscow State Institute of International Relations (University) of the MFA of Russia, doctor of philology

***Evgeniy V. Breus***, professor, Head of Translation Department, Foreign languages Faculty, Russian Academy of Education

***Tatyana S. Samokhina***, professor of English Lexis Department, Faculty of Foreign Languages, MTTSU

**Members of the organizing committee**

***Aryuna G. Ivanova***, associate professor, Foreign Languages Department, Economics Faculty, PFUR

***Nataliya V. Polyakova***, associate professor, Foreign Languages Department, Economics Faculty, PFUR

***Raissa A. Bagautdinova***, assistant professor, Foreign Languages Department, Economics Faculty, PFUR

***Elena V. Novotortseva***, assistant professor, Foreign Languages Department, Economics Faculty, PFUR

***Irina G. Poplavskaya***, assistant professor, Foreign Languages Department, Economics Faculty, PFUR

***Irina V. Pushnova***, assistant professor, Foreign Languages Department, Economics Faculty, PFUR

## CONFERENCE PROGRAMME

22<sup>nd</sup> April 2010

Time	Title of Speech	Speaker
<b>8.30-10.00</b>	<b>Registration of participants</b>	
<b>10.00 – 12.00</b>	<b>Plenary meeting Conference hall Faculty of Economics</b>	
<b>10.00-10.10</b>	Opening ceremony Speech of welcome by Rector of Peoples' Friendship University of Russia	<b>Vladimir M. Filippov, academician of Russian Academy of Education, Rector of Peoples' Friendship University of Russia, professor</b>
<b>10.10-10.20</b>	Speech of welcome by Dean of Faculty of Economics of the Peoples' Friendship University of Russia	<b>Nikolay P. Gusakov, Dean of Faculty of Economics of the Peoples' Friendship University of Russia, professor, doctor of economics</b>
<b>10.20-10.25</b>	Speech of welcome by Vice-chairwoman of the organizing committee	<b>Yelena N. Malyuga, academician of Russian Academy of Natural Sciences, Head of Foreign Languages Department, Faculty of Economics, Peoples' Friendship University of Russia, professor, doctor of philology</b>
<b>10.25-11.00</b>	“How to unlock the world's business cultures”	<b>Barry Tomalin, Education Director of International House of London, professor of Westminster University (Great Britain), author of Business English course-books</b>
<b>11.00-11.20</b>	«Teaching intercultural communication in the context of business and professional intercourse»	<b>Tatyana A. Dmitrenko, academician of International Academy of Pedagogical Sciences, Professor of the Department of Foreign Languages Methodology, Faculty of Foreign Languages, Moscow State Teachers' Training University, doctor of pedagogy</b>
<b>11.20-11.40</b>	«Methodological problems of teaching Business English »	<b>Tamara B. Nazarova, professor of English Linguistics Department, Faculty of Philology, Lomonosov MSU, doctor of philology</b>
<b>11.40-12.00</b>	«Formal and informal registers in foreign language professional communication»	<b>Lyudmila A. Gorodetskaya, professor of Foreign Languages Faculty, Lomonosov MSU, doctor of culturology, Cambridge University Press ELT Consultant</b>
<b>12.00-13.00 Coffee Break/Lunch</b>		

**SEMINARS OF FOREIGN AND RUSSIAN SCIENTISTS, AUTHORS OF COURSE-BOOKS ON BUSINESS AND PROFESSIONAL COMMUNICATION**

**13.00-14.00 seminar of publishing house Pearson Education (“Longman”)  
«IELTS and Beyond: Paving the Way for Academic Study»**  
*Sue O’Connel, author of course-books «Focus on IELTS », «Focus on IELTS Foundation»*  
Conference hall of Faculty of Economics

**14.15-15.15 seminar « Developing Students’ Emotional Intelligence with  
Business. Case Studies »**  
*Anna V. Gorizontova, doctor of history, Development Director of Evrokniga company*  
Conference hall of Faculty of Economics

**15.30-16.30 workshop «What is your ESP? English for Business and Professional  
Communication in Today's World»**  
*Lyudmila A. Gorodetskaya, professor of Foreign Languages Faculty, Lomonosov MSU,  
doctor of culturology, Cambridge University Press ELT Consultant*  
Conference hall of Faculty of Economics

**16.45-18.00 seminar «Support to English Language Teaching by the British  
Council »**  
*Elena G. Borovikova, Education and English Language Teaching Project Manager, British  
Council, Education Department of the Embassy of the UK in Moscow*  
room 27

**13.00-14.00 seminar «Professional Communication. Types of Exercise. Training»  
(«Eine Vielfalt von Übungen und Training für die berufliche  
Kommunikation»)**  
*Irina I. Kruze, assistant professor, Faculty of Law, PFUR, Langenscheidt publishing house  
teaching methods consultant*  
room 109

**14.15-15.30 workshop «Using Case Studies In Teaching Foreign Languages for  
Specific Purposes»**  
*Stephan Karsch, Deputy Head of DAAD Office in Russia*  
room 109

**14.00 –15.00 seminar «Teaching Business French at Universities: Objectives,  
Problems and Solutions»  
(«Le Français sur objectif spécifique: enjeux d'apprentissage, problèmes, voies  
de solution»)**  
*Nadegda Yu. Tschurova, assistant professor of Foreign Languages and Regional Studies  
Faculty of Lomonosov MSU, « Hachette » publishing house representative in Russia, teaching  
methods consultant of Britannia company, doctor of philology*  
room 300

**15.15-16.30 seminar «Higher Education in France: Opportunities for Russian Students»**

*Igor V. Sinyantkin, Head of Information Centre for Higher Education in France  
«CampusFrance» of the Embassy of France in Moscow, doctor of history  
room 300*

**14.00-15.30 seminar «Two Italies: Historical, Linguistic, Economic and Social Aspects of the Difference Between the South and the North of Italy»  
(«Le due Italie: - aspetti storici, linguistici, economici e sociali nel divario Nord — Sud»)**

*Carlo Davoli, Head of Education Department of the Embassy of Italy in Moscow, professor  
room K02*

**17.00-18.00 seminar «Brief Digression in Historical and Literary Aspects of Economic Speech in Italian Language»**

**(«Breve excursus storico-letterario del linguaggio economico nella lingua italiana»)**

*Barbara Yakibella, professor of Italian linguistic school «Italo Calvino» of the Embassy of Italy in Moscow  
room K02*

**14.00-15.00 workshop «Specific Aspects of Teaching Vocabulary at The Lessons of Spanish»**

*Olga Chapado, Education Department chief, the Institute of Servantes in Moscow  
room K01*

**15.15-16.30 seminar «Spanish Language in the Sphere of Professional Communication»**

**«EL ESPAÑOL PARA LA COMUNICACIÓN PROFESIONAL»**

*Juan Carlos Dominguez, professor of Faculty of Foreign Languages of Moscow Teachers' Training University and VKS-International House Moscow, teaching methods consultant of Britannia company  
room K01*

**PARALLEL SEMINARS IN SECTIONS**

**15.00-18.00 Section № 1 «Topical Problems of Teaching Foreign Language for Business Communication»**

**Chairwoman:** *Tamara B. Nazarova, Doctor of Philology, professor of Department of English Linguistics of Philology Faculty of MSU*

**Vice-chairwoman:** *Victoria V. Matyushenko, candidate of pedagogy, associate professor of the Foreign Languages Department of Faculty of Economics of PFUR*

*room 105*

**15.30-18.00 Section № 5 «Intercultural Communication in the Context of Business Language»**

**Chairwoman: *Tatyana S. Samokhina, professor of English Lexis Department,  
Faculty of Foreign Languages, MTTSU***  
room 107

**18.00 buffet for conference participants**  
Banquet hall

23<sup>rd</sup> April 2010

**8.30-10.00**  
**Registration of participants**

**10.00-11.00 seminar «The Use Of Information Technology And Social Communications Systems To Promote Cross-Border Or International Business Ties»**

*John Stepanchuk, Head of Macroeconomics Development Office of the Embassy of the USA in Moscow*  
room 107

**11.00-12.00 presentation of Novy Disk company**  
**« Integrating New Information Technologies Into Teaching Foreign Languages (Using Comprehensive Solutions Of The Novy Dosk Company)»**

*Sergey Aseyev, chief consultant of Novy Disk company*  
room 107

**10.00-11.00 seminar «Doing Business in English»**  
*Gennadiy M. Zaytsev, chief teaching methods consultant of higher education department of Macmillan publishing house in Russia*

room 300

**10.00-11.00 seminar «German for Specific Purposes. Correcting Mistakes»**  
**(«Berufssprache Fehlerkorrektur»)**

*Nina M. Yepikhina, assistant professor of Foreign Languages Department, Faculty of Economics, PFUR, multiplier of the Goethe Institute*

room K02

**11.15-12.15 seminar of Hueber publishing house**  
**«German Language for Everyday and Professional Communication: Can One Say A without Saying B? »**

**(«Deutsch für den Alltag und Deutsch für den Beruf: Kann man A sagen, ohne B zu sagen?"»)**

*Yulia V. Illovayskaya, general representative of the publishing house «Hueber» in Russia and the CIS, candidate of pedagogy*

room K02

**PARALLEL SEMINARS IN SECTIONS**

**11.00-12.00 Section № 2 «Profession-Oriented Foreign Language Teaching In Contemporary Situation» (part 1)**

**Chairwoman:** *Tatyana A. Dmitrenko, doctor of pedagogy, academician of International Academy of Pedagogical Sciences, professor of the Department of Foreign Languages Methodology, Foreign Languages Faculty of Moscow State Teachers' Training University*

**Vice-chairwoman:** *Anastasia A. Minina, candidate of philology, associate professor, Foreign Languages Department, Faculty of Economics, PFUR*  
Rector's room

**Section № 6 «Topical problems of Contemporary Linguistics»**

**10.00-12.00 Sub-section a) Germanic languages (part 1)**

**Chairwoman:** *Yevgeniya V. Ponomarenko, doctor of philology, professor, Foreign Languages Department, Moscow State Institute of International Relations (University) of MFA of Russia*

**Co-chairwoman:** *Svetlana N. Popova, candidate of philology, assistant professor of Foreign Languages Department, Faculty of Economics, PFUR*  
room109

**12.00-13.00 Coffee break/lunch**

**13.00-14.00 seminar «Technology «Translation Memory». Master-class of working with SDL Trados Solutions»**

*Elena V. Kosmatova, Head of SDL Trados direction, T-Service company*

*Yuri A .Belik, chief technical specialist, T-Service company*

room 107

**14.00-15.00 seminar «Teaching Towards Certificates in Business and Financial English (BECs&ICFE)»**

*Yulia V. Skuragova, candidate of philology, associate professor of Foreign Languages and Regional Studies Faculty of Lomonosov MSU, official representative of Cambridge ESOL in Russia*

room 107

**PARALLEL SEMINARS IN SECTIONS**

**13.00-16.00 Section № 2 «Profession-Oriented Foreign Language Teaching In Contemporary Situation» (part 2)**

**Chairwoman:** *Tatyana A. Dmitrenko, doctor of pedagogy, academician of International Academy of Pedagogical Sciences, professor of the Department of Foreign Languages Methodology, Foreign Languages Faculty of Moscow State Teachers' Training University*

**Vice-charwoman:** *Anastasia A. Minina, candidate of philology, associate professor, Foreign Languages Department, Faculty of Economics, PFUR*

Rector's room



**13.00 -16.00 Section № 3 «New Information and Communication Technologies in Teaching Foreign Languages in Non-Linguistic Higher Educational Institutions»**

**Chairman:** *Yury N. Marchuk, doctor of philology, academician of International Informatization Academy, professor of Department of General and Comparative Historical Linguistics, Faculty of Philology, Lomonosov Moscow State University*

**Co-chairwoman:** *Lyudmila S. Tchikilyeva, doctor of philology, associate professor, Head of Foreign Languages Department, All-Russia Distant Finance and Economics Institute*

room 105

**14.00 – 16.00 Section № 4 «Teaching Translation in Non-Linguistic Higher Education Institutions»**

**Chairman:** *Evgeniy V. Breus, professor, Head of Translation Department, Foreign languages Faculty, Russian Academy of Education*

**Co-chairwoman:** *Alexander V. Litvinov, candidate of pedagogy, associate professor of Foreign Languages Department, Faculty of Economics, PFUR*

room K01

**Section № 6 «Topical Problems of Contemporary Linguistics»**

**13.00-16.00 Sub-section a) Germanic languages (part 2)**

**Chairwoman:** *Yevgeniya V. Ponomarenko, doctor of philology, professor, Foreign Languages Department, Moscow State Institute of International Relations (University) of the MFA of Russia*

**Co-chairwoman:** *Svetlana N. Popova, candidate of philology, assistant professor of Foreign Languages Department, Faculty of Economics, PFUR*

room109

**Section № 6 «Topical Problems of Contemporary Linguistics»**

**13.00-15.00 Sub-section b) Romanic Languages**

**Chairwoman:** *Natalia F. Mikheeva, doctor of philology, Head of Foreign Languages Department, Faculty of Philology, PFUR*

**Co-chairwoman:** *Irina V. Smirnova, candidate of philology, assistant professor of Foreign Languages Department, Faculty of Economics, PFUR*

room K02

**Section № 6 «Topical problems of Contemporary Linguistics»**

**14.00-16.00 Sub-section c) Oriental Languages**

**Chairman:** *Alexander F. Kondrashevski, candidate of philology, professor, head of the Chinese Language Department, Moscow State Institute of International Relations (University) of the MFA of Russia*

**Co-chairwoman:** *Aryuna G. Ivanova, candidate of philology, associate professor, Foreign Languages Department, Economics Faculty, PFUR*

room 300

<b>16.00-18.00 Plenary meeting</b> Conference hall, Faculty of Economics		
Time	Title of Speech	Speaker
16.00-16.20	«Computer-aided translation and linguistic problems»	<b>Yuriy N. Marchuk, academician of International Informatization Academy, professor of Department of General and Comparative Historical Linguistics, Faculty of Philology of Lomonosov MSU</b>
16.20-16.50	«Effective communication as the main aim of linguistics and linguo-didactics of business intercourse (on the basis of the English language)»	<b>Yevgeniya V. Ponomarenko, professor, Foreign Languages Department, Moscow State Institute of International Relations (University) of the MFA of Russia</b>
16.50-17.10	« Translating integral texts»	<b>Evgeniy V. Breus, professor, Head of Translation Department, Foreign languages Faculty, Russian Academy of Education</b>
17.10-17.30	«Project technology»	<b>Natalya F. Mikheeva, professor, Head of Foreign Languages Department, Faculty of Philology, Peoples' Friendship University of Russia</b>
17.30-17.50	«Distance teaching of profession-oriented foreign languages in non-linguistic higher education institutions»	<b>Yelena N. Malyuga, academician of Russian Academy of Natural Sciences, professor, Head of Foreign Languages Department, Faculty of Economics, Peoples' Friendship University of Russia</b>
17.50-18.00	Closing address	<b>Yelena N. Malyuga, academician of Russian Academy of Natural Sciences, professor, Head of Foreign Languages Department, Faculty of Economics, Peoples' Friendship University of Russia</b>