

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 Embassy of the PRC, the Servantes Institute, the Goethe Institute, the German Agency for Academic Exchange DAAD, the Information Centre for Higher Education in France «CampusFrance», publishing houses «Pearson Education», «Cambridge University Press», «Macmillan», «Langenscheidt», Cambridge ESOL, companies «Britannia», «Novy Disk», «Auralog – TELL ME MORE ®», «IntroTrans»

**PROGRAMME OF  
V INTERNATIONAL RESEARCH CONFERENCE**

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

**20-21 April 2012**

**Organizing committee**

**Chairman of the committee**

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

**Vice-chairwoman 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

**Members of the organizing committee**

*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**

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

***Victoria V. Matyushenko*, associate professor, Foreign Languages Department, Economics Faculty, PFUR**

***Maria A. Banshikova*, assistant professor, Foreign Languages Department, Economics Faculty, PFUR**

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

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

**CONFERENCE PROGRAMME**  
**20 April 2012**

<b>Time</b>	<b>Title of Speech</b>	<b>Speaker</b>
<b>8.30-10.00</b>	<b>Registration of participants</b>	
<b>10.00 – 12.00</b>	<b>Plenary meeting</b>	
<b>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>10.10-10.15</b>	Speech of welcome by Dean of Faculty of Economics of the Peoples' Friendship University of Russia	<b>Mikael A. Davtyan, 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>10.25-10.45</b>	«Cognitive approach and frame research: rivalry, unity or fusion? »	<b>Tamara B. Nazarova, professor of English Linguistics Department, Faculty of Philology, Lomonosov MSU, doctor of philolog</b>
<b>10.45-11.05</b>	«Teaching cross-cultural intercourse in business communication»	<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>11.05-11.25</b>	«Automatic analysis of textual structure and content»	<b>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</b>

## Plenary Workshop

**12.00-13.00 “Teaching writing skills to students moving from B2 to C1”**

*Guy Brook-Hart (Great Britain), professor, author of course books for Cambridge examinations, Cambridge ESOL examiner*  
Conference hall of Faculty of Economics

**13.00-14.30 buffet for conference participants**

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

**SEMINARS ON THE ENGLISH LANGUAGE**

**14.30-15.45 seminar**

**“English for specific purposes: aspects of teaching Business English”**

*Liam James Tyler (Great Britain), methodologist, specialist in International Professional Training*  
Conference hall of Faculty of Economics

**16.00-17.15 seminar**

**“Cambridge English: Solutions for Universities”**

*Lyudmila A. Gorodetskaya, doctor of culturology, professor of Lomonosov MSU, senior adviser of Cambridge University Press in the RF*  
Conference hall of Faculty of Economics

**14.30-15.45 workshop**

**“New Trends in Language Learning and ESP”**

*Tomas Santos, head of the English Language Office of the US Embassy in Moscow*  
room 103

**16.00-17.15 workshop**

**“Why and How Do We Use the Macmillan Collocations Dictionary?”**

*Tamara B. Nazarova, doctor of philology, professor of English Linguistics Department, Faculty of Philology, Lomonosov MSU; Alla Soluyanova, head of information and methodology department of MacMillan Publishing House in Moscow*

room 103

14.30-15.45 seminar

**“The Future of Reading with the British Council project BritLit”**

*Elena G. Borovikova, project manager in education and teaching of English of the British Council/Department for Culture of the British Embassy in Moscow; Michael Mamaev, assistant professor of the English Philology department of Moscow State Regional University, developing Methodist for BritLit international*

room 109

15.50-17.00 presentation of company «Novyi Disk»

**“The nuances of online education: an old-fashioned term but a vital necessity”**

*Zabolotsky V. Pavel, manager of the department of corporational projects of the «Novyi Disk» company, head of corporate projects department; Andrey Glikman, representative of company Auralog – TELL ME MORE ®*

room 109

#### SEMINAR ON THE GERMAN LANGUAGE

14.30-15.30 seminar

**«The Use of the Internet in Teaching Written Translation»  
 (“Das Internet als Hilfsmittel im Übersetzungsunterricht ”)**

*Isolda Graner, DAAD lecturer, Moscow State Linguistic University*

room 300

#### SEMINAR ON THE FRENCH LANGUAGE

15.40-17.15 seminar

**«Higher Education in France: Opportunities for Russian Students»**

*Igor V. Sinyatkin, candidate of history, head of the information centre for higher education in France «CampusFrance» of the French Embassy in Moscow*

ауд. 300

**SEMINARS ON THE SPANISH LANGUAGE**

**14.30-15.00 seminar**

**“El español contemporáneo en Cuba”**

**(«Spanish for Modern Business Communication»)**

*Miguel Arsuaga Guerra (Cuba), candidate of economics, lecturer of Moscow State University of International Relations, Foreign Ministry of the RF*  
room K01

**15.05-16.15 workshop**

**“Fonética conservativa ruso-español: análisis y propuesta práctica de soluciones a los errores de interferencia”**

**(«Differences of Spanish and Russian Phonetics. Practical Solution»)**

*Jose Juan Martines Karraskosa (Spain), the Servantes Institute lecturer*  
room K01

**PARALLEL SEMINARS IN SECTIONS**

**14.30-17.00 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-chairwomen: Antonina A. Kharkovskaya, candidate of philology, professor of Samara State University Victoria, V. Matyushenko, candidate of pedagogy, associate professor of the Foreign Languages Department of Faculty of Economics of PFUR*

room 105

**14.30-17.00 Section № 5 «Cross-cultural Communication in the Context of Business Language»**

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

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

room 107

**21 April 2012**

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

**SEMINARS ON THE ENGLISH LANGUAGE**

**10.00-11.00 seminar**  
**“The criteria of estimation of writing and speaking of Cambridge ESOL examinations”**

*Anna V. Gorizontova, candidate of history, head of Cambridge University Examination Department representation in Russia*  
room 107

**11.10-12.25 seminar**  
**“English as an International Language: A User's Guide”**

*Tony Hal, senior adviser on teaching the English language of the USA Embassy in Moscow*  
room 107

**10.30-12.00 workshop**  
**«The New Macmillan Business English Titles Business Vocabulary Builder and Business English Handbook. Balancing Language Systems and Language Skills»**

*Tamara B. Nazarova, doctor of philology, professor of English Linguistics Department, Faculty of Philology, Lomonosov MSU*  
room 103

**10.00-11.10 seminar**  
**“Electronic and distant teaching of foreign languages and translation in the institution of higher education. The program complex «IntroTrans Pro»”**

*Dmitry V. Smirnov, author and rightholder of the electronic teaching technology “IntroTrans”*  
room 300

**SEMINAR ON THE GERMAN LANGUAGE**

**11.15-12.15 seminar**

**«Innovation Technologies in Teaching German as a Foreign Language»**

*Irina I. Kruze, assistant professor of the Faculty of Law, PFUR, methodology adviser of Langenscheidt Publishing House*

**room 300**

**SEMINAR ON THE ITALIAN LANGUAGE**

**10.30-12.00 seminar**

**« The Success of the Italian Language Spreading Programme in Russia»  
 («Il successo del Programma di diffusione della lingua italiana in Russia »)**

*Carlo Davoli, professor, head of the department for education of the Italian Embassy in Moscow*

**room K02**

**PARALLEL SEMINARS IN SECTIONS**

**10.00-12.00 Section №2 «Modern Trends of Teaching Foreign Language for Specific Purposes » (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*  
*Co-chairwomen: Lyudmila S. Chikileva, doctor of philology, associate professor, head of Foreign Languages Department, Russian Open University of Finance and Economy ; Anastasia A. Minina, candidate of pedagogy, associate professor, Foreign Languages Department, Faculty of Economics, PFUR*

**room 105**

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

**10.00-12.00 subsection №6 a) «Germanic Languages» (part 1)**

*Chairwoman: Eugenia V. Ponomarenko, doctor of philology, academician of International Academy of Pedagogical Sciences, professor, English Language Department of Moscow State University of International Relations under the Foreign Ministry of the RF*



**Co-chairwomen:** *Antonina A. Kharkovskaya, candidate of philology, professor, Samara State University; Svetlana N. Popova, candidate of philology, assistant professor, Foreign Languages Department, PFUR*

room 109

12.00-13.00 coffee break/lunch

**PARALLEL SEMINARS IN SECTIONS**

**13.00-15.00 Section №2 «Modern Trends of Teaching Foreign Language for Specific Purposes» (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*

**Co-chairwomen:** *Lyudmila S. Chikileva, doctor of philology, associate professor, head of Foreign Languages Department, Russian Open University of Finance and Economy ; Anastasia A. Minina, candidate of pedagogy, associate professor, Foreign Languages Department, Faculty of Economics, PFUR*

room 105

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

**13.00-15.00 subsection №6 a) «Germanic Languages» (part 2)**

**Chairwoman:** *Eugenia V. Ponomarenko, doctor of philology, academician of International Academy of Pedagogical Sciences, professor, English Language Department of Moscow State University of International Relations under the Foreign Ministry of the RF*

**Co-chairwomen:** *Antonina A. Kharkovskaya, candidate of philology, professor, Samara State University; Svetlana N. Popova, candidate of philology, assistant professor, Foreign Languages Department, PFUR*

room 109

**13.00-14.30 Section №3 «New Information and Communication Technologies in Teaching Foreign Languages to Non-linguistic Students»**

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

**Co-chairwoman:** *Anastasiya A. Minina, candidate of pedagogy, associate professor, Foreign Languages Department, PFUR*

room 107

**13.00 – 15.00 Section №4 «Strategies of Teaching Translation for Specific Purposes to Non-linguistic Students»**

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

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

*room K01*

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

**13.00-14.30 subsection №6 b) «Romanic Languages»**

**Chairwoman:** *Natalya F. Mikheeva, academician, professor, Head of Foreign Languages Department, Faculty of Philology, Peoples' Friendship University of Russia*

**Co-chairwoman:** *Daria A. Shevlyakova, doctor of culturology, associate professor, Chair of the Italian Language, Faculty of Foreign Languages and Region Studies, Lomonosov MSU*

*room K02*

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

**13.00 – 14.30 sub-section №6 c) «Oriental languages»**

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

*room 300*

**Plenary Workshop**

**15.00-16.00 “Blended Learning for Teaching Grammar”**

***Daniel Brayshaw (Great Britain, the University of Lancaster), methodologist, specialist in CELTA training***

**Conference hall of Faculty of Economics**

<b>16.00-18.00 Plenary meeting</b>		
<b>Conference hall, Faculty of Economics</b>		
<b>Time</b>	<b>Title of Speech</b>	<b>Speaker</b>
16.00 - 16.20	«Verbal impact enhancement as the main aim of linguo-didactics	<b>Yevgeniya V. Ponomarenko, professor, Foreign Languages Department, Moscow State Institute of International Relations (University) of the MFA of Russia</b>
16.25 - 16.45	« Interrelation of linguistic and non-linguistic aspects of translation »	<b>Evgeniy V. Breus, professor, Head of Translation Department, Foreign languages Faculty, Russian Academy of Education</b>
16.50 - 17.10	«Specific features of Paraguayans' language behavior»	<b>Natalya F. Mikheeva, academician, professor, Head of Foreign Languages Department, Faculty of Philology, Peoples' Friendship University of Russia</b>
17.15 - 17.35	«Language behavior in cross-cultural business communication»	<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>
17.40 - 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>