



«VOLGOGRAD STATE UNIVERSITY»  
Institute of Philology and Intercultural  
Communication  
Department of the professional intercultural  
communication



# CURRENT ISSUES OF LINGUISTICS AND DIDACTICS: CONCEPTIONS AND PERSPECTIVES

The Proceedings of  
the 6-th International Scientific and Practical Conference

*April 30 – May 15, 2016  
Volgograd, Russia*



MINISTRY OF EDUCATION AND SCIENCE OF THE RUSSIAN FEDERATION  
FEDERAL STATE AUTONOMOUS EDUCATIONAL INSTITUTION OF HIGHER EDUCATION  
«VOLGOGRAD STATE UNIVERSITY»  
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The book presents the results of contemporary research on current and prospective trends in modern theoretical and applied linguistics, linguosemiotics, methodology of teaching languages and cultures, as well as the use of automated electronic tools and information and communication technologies for training and managing the educational process. Proceedings are addressed to linguists, philologists, language teachers, graduate students, students, all those who are interested in the corresponding issues, consolidation of scientific cooperation between Russian and foreign institutions of secondary and higher education, increasing professional development, extensive experience sharing.

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## **LINGUISTICS**

### **FUNCTIONAL-SEMANTIC, COGNITIVE AND PRAGMATIC PECULIARITIES OF LINGUISTIC UNITS AT DIFFERENT LANGUAGE LAYERS**

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### **COMPARATIVE CONSTRUCTIONS WITH AN ANIMALISTIC ELEMENT IN THE LINGUISTIC PICTURE OF THE WORLD BY M. MITCHELL**

*Abstract.* The article regards the place of comparative constructions with an animalistic element in the linguistic picture of the world by M. Mitchell. The animalistic element is regarded as a symbol which exists in the writer's consciousness. The peculiarities of the interpretation of animal names within a comparative construction are researched.

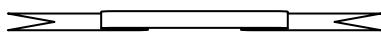
*Key words:* comparison, animal name, linguistic picture of the world, image, symbol.

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*FSBEI HPE "Siberian State Automobile and Highway Academy", Omsk*  
**GENRE DEVELOPMENT VECTORS IN MODERN LINGUISTIC  
LITERATURE**

*Abstract.* The article is devoted to genres as a wild area developing dynamically with a precise interaction of cognition and social being. Core taxonomies and approaches to genres are covered with change fixation of investigation vectors. The author shows a semiotic connection of speech genre organization with common principals of communicative and non-communicative activity.

*Key words:* genre, method, consciousness, social interaction, communication.

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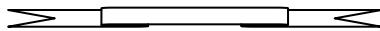
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**E.G. Sidorova**

**FSAEI HE "Volgograd State University", Volgograd**  
**HOMONYMY IN TOPOONYMICAL LEXIS**  
**AS A LINGUA-ECOLOGICAL PROBLEM**

*Abstract.* In the article the definition of lingua-ecology as an interdisciplinary science studying language phenomena as a part of the system and through the prism of communicative necessities is accepted. A special role of toponymy is determined as the facility of fixing and maintaining unique information in the history of culture. The basic signs of toponymic units, determining their efficiency in the process of functioning are selected as the object of the undertaken analysis. The aim of the article is to expose the contradictions between a language as a system and people's communicative necessities. Some factors deflating the ecology of toponymic space of a certain region are characterized.

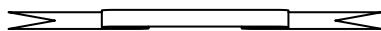
*Key words:* lingua-ecology; homonymy, oikonom; toponymic space of a region; degree of name uniqueness.

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**E.D. Sokolova**

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**STRUCTURE AND SEMANTICS OF  
ONE-WORD SPECIFIC EMOTIVE UTTERANCES  
(BASED ON CONTEMPORARY RUSSIAN AND ENGLISH PRESS)**

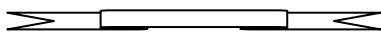
*Abstract.* The author of the article considers the meaning of some non-predicative units for forming emotional and expressive colouring of newspaper texts. The author gives structural and semantic analysis of emotive utterances in modern press and gives conclusions about the importance of these units in the press.

*Key words:* emotions, non-predicative units, press, influence potential, communicative linguistics.

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## **IMPERSONAL SENTENCES IN THE ENGLISH LANGUAGE AND THEIR USAGE IN BELLES-LETTRES**

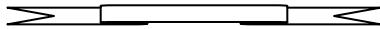
*Abstract.* This article discusses how to use impersonal sentences in the translation of literary texts from English into Russian. The analysis of all the selected examples from foreign texts indicates that despite the absence of direct analogies in English and Russian, there are a number of linguistic features which suggest that English and Russian sentences intercross with each other, however they do not refer to the same class.

*Key words:* impersonal sentence, structural diversity, functional and stylistic value, impersonality, infinitival sentence

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## **TEXT IN MODERN LINGUISTIC PARADIGM**

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### **THE ROLE OF LEXICAL REPETITIONS IN KATHERINE MANSFIELD'S SHORT STORY "BLISS"**

*Abstract.* In the article the use of specific lexical repetitions in Katherine Mansfield's short story "Bliss" is analyzed. The author reviews some types of repetitions and the specificity of their use. This study explores ways and methods of realization of the repetitions used by the author to transmit feelings, expressions.

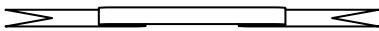
*Key words:* repetition, distant, constant, germination, text.

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## LINGUISTIC AND EXTRALINGUISTIC ASPECTS OF

### ADVERTISING TEXTS

*Abstract.* The paper reveals the verbal and non-verbal features of English advertising discourse of beauty products. On the verbal level it describes the lexical and syntactic structures, it also views a nonverbal visual contact, distance, posture, nonverbal gestures and facial expressions.

*Keywords:* discourse, linguistics, advertising, sign, verbal and nonverbal components, paralinguistics.

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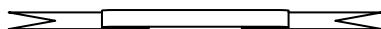
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## **THEORETICAL AND APPLIED INVESTIGATIONS OF DISCOURSE**

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### **THE SPECIFICITY OF PRECEDENCY IN THE AMERICAN TELEVISION**

#### **TALK-SHOW DISCOURSE**

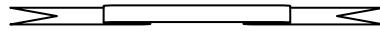
*Abstract.* The article determines the specific character of precedence in the television talk-show discourse on the basis of «The Oprah Winfrey Show». The work defines the term of precedent texts in modern linguistics, explains the meaning of such text reminiscences as allusion, direct citation, quasi-citation, etc., gives the analysis of examples of precedent texts from the above show.

*Key words:* precedence, television talk show discourse, reminiscence, allusion, reference, citation.

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**TYPES OF DIALOGUE IN THERAPEUTIC DISCOURSE**

*Abstract.* The article focuses on dialogical interaction in the professional institutional context as viewed from the linguistic argumentology perspective. Argumentation is conceptually different from explanation and informing. This paper is an attempt to reveal the peculiarities of an argumentative situation in therapeutic context. Various approaches to dialogue within different schools of the argumentation theory (informal logic, pragma-dialectics, formal dialectics) are analyzed.

*Key words:* argumentative discourse, argumentative dialogue, argumentative situation, professional linguistic personality, therapeutic discourse.

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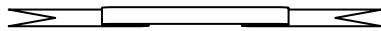
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**THE ROLE OF LEXICAL MEANS IN MANIPULATION OF SOCIAL CONSCIOUSNESS (on French political discourse materials)**

*Abstract.* The paper touches upon some language mechanisms of French political discourse which are used for implementing manipulative strategies. It provides some examples of using euphemisms which are seen to play the crucial role in manipulating social consciousness.

*Key words:* political discourse, public opinion, language manipulation, language mechanisms, euphemism

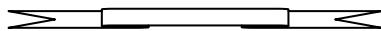
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**LEGAL DISCOURSE AND ITS ANALYSIS**  
**IN CONTEXTS OF COURT SPEECHES**

*Abstract.* The present paper is an attempt to analyze legal discourse as an argumentative process. The author describes varieties of legal speech, reveals its features and defines legal discourse as a process of informative-practical interaction of law subjects. Possessing juridical knowledge and rhetoric skills provides organization of that discourse.

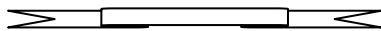
*Key words:* legal discourse, court speeches, polemic, argument, debate

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## **LINGUISTIC CONCEPTOLOGY AND CULTUROLOGY IN CONTEMPORARY LINGUISTICS**

**T.V. Peredreeva**

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**THE PROBLEM OF INTERACTION OF LANGUAGE  
AND NATIONAL CULTURE**

*Abstract.* The article analyzes the interaction of language and national culture by dwelling on different approaches to this problem. The main tenet of the paper is to treat language as the main component of culture. However, some scholars tend to consider language as an independent system.

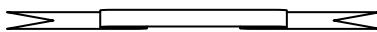
*Key words:* language, national culture, cultural linguistics, nation, mentality.

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## **CHALLENGES OF INTERPERSONAL AND INTERCULTURAL COMMUNICATION**

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### **DOUBLE BIND TEXTS IN TRANSLATION**

*Abstract..* The article considers linguistic and pragmatic arguments explaining the mixture of two graphic systems in the Russian text. The particular emphasis is put on functional and pragmatic aspects of the issue under consideration: dynamics, observed in special texts, possible reasons for it and its actual manifestations. The paper shows that, being a consequence of interlanguage interference, such texts are based on double-bind relationship, reflecting cultural and language specificity of the Russian and English languages.

*Key words:* double-bind relationship, special-purpose texts, mixed alphabet writing.

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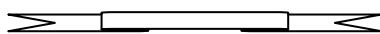
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## **INTERCULTURAL COMMUNICATION AS A MODERN SCIENTIFIC FIELD**

*Abstract.* The paper analyzes the concept of intercultural communication, its essence and importance in contemporary society. It identifies approaches to culture as an academic field.

*Key words:* intercultural communication, language and cultural studies.

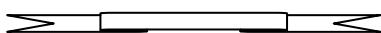
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## **POLITICAL DISCOURSE IN INTERCULTURAL COMMUNICATION**

*Abstract.* The article deals with political discourse from cross-cultural perspective. The author points out the importance of intercultural communication and argues that it consists in promoting and strengthening inter-ethnic and cross-cultural communication of people worldwide. The paper dwells on globalization, its advantages and disadvantages as well as its influence on people's lives, emphasizing the role of intercultural communication in political discourse.

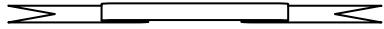
*Key words:* discourse, globalization, intercultural communication, multicultural individual, political discourse.

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## **MISCELLANEOUS ISSUES OF CONTEMPORARY LANGUAGE SCIENCE**

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### **ON COMPARATIVE STUDIES OF LANGUAGES**

*Abstract.* The article is devoted to the problem of comparative studies of languages, namely to the characteristic and typological methods of linguistic research and to the analysis of the methodology.

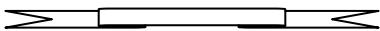
*Key words.* Comparative studies, languages, methodology, grammatical opposition.

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## **LINGUOSEMIOTICS**

### **CURRENT ISSUES OF LINGUOSEMIOTICS**

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*Volgograd state University*

#### **THE ANGLO-SAXON GASTRONOMIC DISCOURSE**

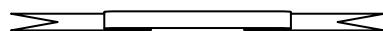
#### **AS THE OBJECT OF LINGUAL SEMIOTICS**

*Abstract.* The current paper deals with the Anglo-Saxon gastronomic discourse as a linguosemiotic system of signs, denoting food resources, their production, preparation and consumption. Gastronomic discourse performs denotative, instructive and evaluative functions. Its constitutive elements are subjects, objects, chronotope, values, signs-gluttonims, texts (recipes), institutionality as a sign of social differentiation into the poor and the rich in accordance with the food quality.

*Keywords:* gastronomic discourse, linguosemiotics, gluttony, chronotope, institutionality

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#### **SCIENTIFIC APPROACHES TO THE FORMALIZATION OF LANGUAGE**

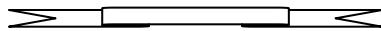
*Abstract.* The paper dwells on studying different approaches to formalization of language. It analyzes the semantic and syntactic theory of formal semantics, as well as the underlying principle of this scientific field – the compositionality principle. Special attention is paid to defining key terms, actively used in the

framework of formal semantics: the lambda-abstraction, lambda-conversion, functional application, etc.

Keywords: formal semantics, the compositionality principle, lambda abstraction, lambda-conversion, functional application.

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## **LINGUODIDACTICS**

### **PECULIARITIES OF FOREIGN LANGUAGE TEACHING AT SCHOOL**

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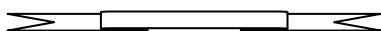
### **THE PROJECT METHOD AS ONE OF THE MOST EFFECTIVE METHODS INFLUENCING THE TEACHING QUALITY OF FOREIGN LANGUAGES**

*Abstract.* The article is devoted to the theoretical model of the project method. Besides, the authors of the article attract attention to the main results of using the project method while studying foreign languages in practice. Its main results are creative emancipation of students, display of their fantasy, brainstorming, obtaining knowledge and the development of computer literacy. The authors also make a conclusion concerning the influence of the project method on the teaching quality.

*Key words:* the project method, the teaching quality, the theoretical model of the project method, project activities.

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## **THE FORMATION OF TWO BASIC COMPETENCES**

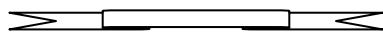
### **AT THE ENGLISH LANGUAGE LESSONS**

*Abstract.* The authors of the article pay attention to the formation of two key pupils' competences at the English language lessons at the secondary level based on the use of competence-based approach and technology portfolio, give examples of ICT tasks in the textbook "Star Light" (published by LLC Prosvetshcheniye).

*Key words:* educational and cognitive competence, information competence, portfolio, competence-based approach, ICT assignments.

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## **PROVISION OF CONTINUITY UNDER FORMATION OF RECEPTIVE**

### **KINDS OF SPEECH ACTIVITY IN TERMS OF FSES PSE AND BGE**

#### **IMPLEMENTATION**

*Abstract.* The article focuses the reader's attention upon the main tasks of modern school and proposes the ways to solve one of the actual problems that of pupils' non-formation of receptive kinds of speech activity. The practical significance of the article is its systematic approach to solving the problem and prioritizing the system of tasks to help pupils acquire receptive kinds of speech activity.

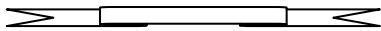
Key words: kinds of speech activity, receptive kinds of speech activity, continuity, stages of work on the text, FSES PSE and BGE.

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## **PROFESSIONALLY ORIENTED TEACHING FOREIGN LANGUAGES IN THE LANGUAGE AND NON-LANGUAGE HIGH SCHOOLS**

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### **MODELING BUSINESS COMMUNICATION WITH EXTERNAL CLIENTS**

*Abstract.* This article focuses on modeling business communication with external clients. It discusses the concept of "business dialogue", its features, model, and standard speech forms, as well as the interlocutors' intentions in business communication and its ultimate goals. The author also presents an example of a developed speech standard.

*Keywords:* business communication; external clients; communication; modeling

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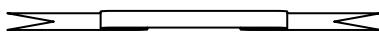
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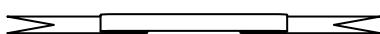
## **ASPECT OF SOCIALIZATION IN TEACHING PROFESSIONAL SUBLANGUAGE IN THE NON-LINGUISTIC UNIVERSITY**

*Abstract:* The author of the article considers the process of socialization in the linguodidactic aspect as a process of learning a language and acquiring speech knowledge system, social standards and cultural values by the future specialist. It makes him/her function as a full member of the professional society, describes communicative behavior of the students and interdisciplinary knowledge.

*Key words:* socialization, professional sublanguage, communicative behavior, foreign background, interdisciplinary knowledge, cognitive activity.

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**I.V. Glukhova**

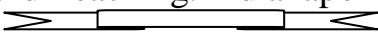
*FSBEI HPI "Chelyabinsk state university", Chelyabinsk*  
**DEVELOPING DISCUSSION SKILLS OF STUDENTS AS A PART OF  
TEACHING A FOREIGN LANGUAGE**

*Abstract.* The article describes the term educational discussion, the essential characteristics of innovative technique of developing discussion skills, its structure and application possibilities in the system of profession oriented language training. Brief didactic suggestions for group discussion management are also given.

*Key words:* discussion, discussion skills, interactive techniques, interaction.

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## **EMPLOYING BEC TESTS WHEN TEACHING BUSINESS ENGLISH TO BACHELORS OF ECONOMICS**

*Abstract.* The article highlights enhancement of Bachelors of Economics' abilities to communicate efficiently in the English-speaking business environment. This explains the necessity to employ the materials of Cambridge English: Business Certificates when teaching undergraduates. The materials of the B2 and C1 levels which aim to assess reading, listening, writing and speaking skills, correspond to the curriculum of Business English as well as to globalisation trends and international competitive conditions.

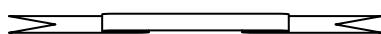
*Key words:* Bachelor of Economics, Business English, Cambridge English: Business Certificates, socio-economic indicators, review, analytical report.

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## **THE CORRELATION OF THE STAGES OF FOREIGN LANGUAGE PRESENTATING A TECHNICAL PROJECT**

*Abstract.* The article is devoted to the problems of professionally oriented teaching a foreign language to students studying the specialty “Technology of transportation processes” at universities of architecture and civil engineering. The foreign language presentation of the technical project is considered one of the most common types of activity of the future engineer.

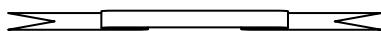
*Key words:* professionally oriented education, university of architecture and civil engineering, foreign language communicative competence, demands of students, intercultural communication, linguistic and didactic analysis, sublanguage of specialty, professional competence, skills and abilities, activity in a foreign community.

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FOREIGN LANGUAGE SKILLS OF ACADEMIC WRITING AS A*

## **COMPONENT OF THE MASTER STUDENT'S PROFILE COMPETENCE**

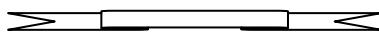
*Abstract.* The article substantiates the necessity of forming specialized foreign language writing competence of master students which is based on the acquisition of compositional, structural, semantic, lexico-grammatical and stylistic peculiarities of

academic writing.

**Keywords:** foreign language specialized writing competence, structural, semantic and compositional peculiarities, academic writing.

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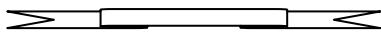
## **FORMATION AND DEVELOPMENT OF LISTENING COMPETENCE BY THE STUDENTS OF TECHNICAL UNIVERSITIES**

*Abstract.* The article shows main mechanisms of the listening competence development by students of technical colleges and universities based on profession-oriented audio texts while doing the problem-oriented tasks. The acquired skills of working with the profession-oriented vocabulary make the oral speech comprehension more intensive and contribute to profession-oriented audio comprehension. The problem-oriented teaching favors the formation of listening competence and development of communicative competence.

*Key words:* listening, audio text, listening mechanisms, listening competence, listening comprehension for specific purpose, development of listening skills, cognitive processing of speech, professionally communicative competence, problem-oriented teaching.

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## **ON THE QUESTION OF TEACHING TYPICALLY FORMED ENGLISH COMPOSITE TERMS**

*Abstract.* The article reviews typical ways of professional term formation. The study of distributing terms by means of formation is performed using authentic texts on microelectronics. The article concludes about the necessity of paying attention to other ways besides wide-spread affixation in teaching LSP.

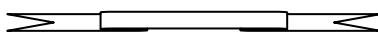
*Key words:* LSP, Language for Specific Purposes, term, terminology, professional terminology, composite term, teaching terminology.

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**ON THE PROFESSIONAL ORIENTATION IN TEACHING A FOREIGN  
LANGUAGE TO CANDIDATES FOR A MASTER'S DEGREE**

*Abstract.* The author of the article considers some specific features of teaching foreign languages to Master's degree students, defines the professional orientation in teaching a foreign language, considers the role of an interactive component and emphasizes the importance of info communication technologies in this process.

*Key words:* professionally oriented education, cross cultural communication, cognitive activity, key competences, interactive activities.

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**TEACHING FOREIGN LANGUAGES IN THE FIELD OF SUPPLEMENTARY  
HIGHER EDUCATION**

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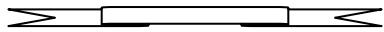
**THE USAGE OF CREATIVE EXERCISES AND TECHNIQUES  
FOR DEVELOPING PROFESSIONAL SKILLS**

*Abstract.* The authors attract attention to techniques letting manage students' activity to form their professional skills and analyze the main types of cognitive function of thinking. The article considers different types of creative tasks.

*Key words:* reproductive type of mind, individual type of mind, creative type of mind, selection of creative tasks, assignment typology, creative definitions.

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## **THE VISUALISATION OF THE SOUND SIGNAL**

### **AS THE MEANS OF TEACHING FOREIGN INTONATION**

*Abstract.* The article analyses modern technologies of teaching foreign language intonation, including innovative techniques of visualizing the sound signal. It describes new methods of recording and playing speech sounds.

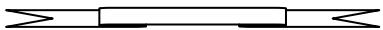
*Key words:* visualization, techniques of speech recording, innovative methods of teaching intonation.

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## **MOBILE TECHNOLOGIES AND ICTS IN TEACHING FOREIGN LANGUAGES AND CULTURES**

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### **THE USE OF COMPUTER TECHNOLOGIES IN EDUCATIONAL**

### **ACTIVITIES AS A MEANS OF EDUCATIONAL PROCESS**

### **OPTIMIZATION IN HIGH SCHOOLS**

*Abstract.* This article analyses the use of computer technologies in educational and extracurricular activities as a means of educational process optimization in high schools. The article describes the interactive method as a way of purposeful interaction between the teacher and students to solve certain learning tasks.

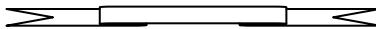
*Key words:* interactive Whiteboard, videos, advantages of using computer technology, possible problems, exploiting a clip.

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## **MOBILE TECHNOLOGY IN TEACHING AND LEARNING FOREIGN LANGUAGES AT SECONDARY SCHOOL**

*Abstract.* The author attracts attention to the main particularities of mobile technologies in teaching foreign languages; indicates their didactic, methodological properties and functions in learning a foreign language. This article considers mobile technologies as a means to improve the quality of foreign language communication.

*Key words:* Foreign language, mobile technology, teaching methods, secondary school, mobile apps

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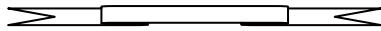
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## **ACADEMIC RESEARCH WORK IN SECONDARY EDUCATIONAL INSTITUTIONS**

*Abstract.* The author of this article considers the features of conducting academic research work in the secondary educational institution, the basic forms of preparation and formation of skills and abilities of independent academic research, specific character

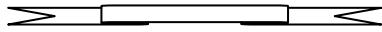
of counseling and scientific guidance of academic research work at school.

*Key words:* academic research work, scientific research activity, secondary education, counseling, young scientists.

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## **CHALLENGES IN TEACHING TRANSLATION**

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**ON SOME SYNTACTIC DIFFICULTIES IN TRANSLATING FOREIGN  
LANGUAGE TEXTS AT NON-LINGUISTIC HIGH SCHOOLS**

*Abstract.* The system of exercises aimed at identification of complex sentence components, linguistic ability to understand how the complex sentence is built, to define the functions of subordinate clauses in complex sentences assist in developing expertise and skills to translate foreign language texts.

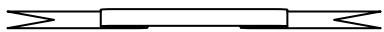
*Key words:* syntax, complex sentence, subordinate clause, subordinating conjunctions, conjunctionless subordinate clause.

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**THE BASIC APPROACHES IN TEACHING STUDENTS  
FOREIGN LANGUAGE WRITTEN SPEECH**

*Abstract.* Article is devoted to consideration of the basic approaches in teaching students to write texts in a non-native language, as well as to methodical requirements to objectives and problems solved. The structure, external and internal components of written speech, subject matter and the result are analyzed as parameters of the non-native language written competence.

**Keywords:** Speaking non-native language, written speech, approaches to training, non-native language written competence, educational content of training

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**CURRENT ISSUES OF LINGUISTICS AND DIDACTICS:  
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