

issues as the subject-matter of sociolinguistics, the functioning of sociocommunicative systems, language policy and social aspects of verbal behavior.

Lying at the intersection of translatology, cognitive science and linguistics, this brief provides a comprehensive framework for studying, investigating and teaching English-Russian/Russian-English non-literary translation. It provides a holistic perspective on the process of non-literary translation, illustrating each of its steps with carefully analyzed real-life examples. Readers will learn how to choose and process multidimensional attention units in original texts by activating different types of knowledge, as well as how to effectively devise target-language matches for them using various translation techniques. It is rounded out with handy and feasible recommendations on the structure and content of an undergraduate course in translation. The abundance of examples makes it suitable not only for use in the classroom, but also for independent study.

This book gives readers a present and critical view of different language and linguistic issues in selected Asian contexts. The language aspect of the manuscript explores various areas of English language learning and teaching while the linguistic aspect looks at different fields such as sociolinguistics, semantics, stylistics, corpus-based studies, translation studies and cultural studies. These aspects also provide distinct tangents in researching language for they offer significant points of view and outcomes in understanding the influence and/or the function of cultures when dealing with either spoken or written discourses involving native or non-native speakers. Such dynamics are instrumental in bringing about wider range of topics pertinent to the transdisciplinary nature of the current research theme in this part of the world. Substantially, the major sub-disciplines included in the manuscript frame both theoretical and hands-on implications for more rigorous innovations and expansions in the respective area of investigation.

Historical-Jesus research continues to captivate the interests of scholars. Recently there has been renewed discussion of the criteria for authenticity. This study traces the history of this type of research, especially in terms of authenticity criteria.

This study examines the use of prefabricated language (conventional lexical collocations) in the production of native and non-native writers of English. It first develops a framework for the description of restricted collocations and then reviews experimental research into the psycholinguistic processing of prefabricated language. Computer-based corpora of native and advanced non-native academic writing are analysed to discover to what extent and how such collocations are used in formal written English. Pedagogical implications are then considered, and the final part of the study examines the selection and presentation of restricted collocations in general and phraseological dictionaries for learners. The conclusion suggests that advanced learners need specialist collocational dictionaries, and the results of this research help to establish principles for the design of such dictionaries.

This monograph presents the result of the authors' scientific research on the development of cognitive discursive approach to issues of intercultural professional and business communication (IPBC) and the study of the language of professional communication, the links binding the language with non-linguistic and extralinguistic realia in the framework of cognitive linguistics, as well as oral and written communication in intercultural professional business discourse. The authors proceed from the assumption that IPBC can only reach maximum efficiency provided that its participants assimilate its inherent norms and rules and are able to skillfully implement these norms and rules to verbalise their cognitive activity in the sphere of professional business interaction. Topics covered include: analysis of the theory of business communication, of codified and uncoded vocabulary, theory of euphemy, and euphemisms used in intercultural professional and business communication.

Sociolinguistic Styles presents a new and in-depth, historically rooted overview of the phenomenon of style-shifting in sociolinguistic variation. Written by an internationally acclaimed expert in the field, the text explores why, where and when it occurs. Full examination of the complex phenomenon of style-shifting in sociolinguistics, focusing on its nature and social motivations, as well as on the mechanisms for its usage and its effects. In-depth, up-to-date critical overview of the different theoretical approaches accounting for stylistic variation, exploring their historical roots not only in sociolinguistics and stylistics or semiotics but also in classical fields such as rhetoric and oratory. Coverage of a wide range of related concepts and issues, from the oldest Greek ethos and pathos or Roman elocutio and pronuntiatio to the contemporary enregisterment, stylisation, stance, or crossing. Written by an academic who has been instrumental in developing theory in this area of sociolinguistics.

The book comprises a selection of 14 papers concerning the general theme of cultural conceptualizations in communication and translation, as well as in various applications of language. Ten papers in first part Translation and Culture cover the topics of a cognitive approach to conceptualizations of Source Language – versus Target Language – texts in translation, derived from general language, media texts, and literature. The second part Applied Cultural Models comprises four papers discussing cultural conceptualizations of language in the educational context, particularly of Foreign Language Teaching, in online communication and communication in deaf communities.

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