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   Titolo Functional Approach to Professional Discourse Exploration in Linguistics [[electronic resource] /] / edited by Elena N. Malyuga

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   Descrizione fisica 1 online resource (336 pages)

   Disciplina 401.41

   Soggetti Discourse analysis
   Applied linguistics
   Cognitive grammar
   Communication
   Discourse Analysis
   Applied Linguistics
   Cognitive Linguistics
   Communication Studies

   Lingua di pubblicazione Inglese

   Formato Materiale a stampa

   Livello bibliografico Monografia

   Nota di contenuto Introduction: Professional discourse in the focus of functional linguistics -- Professional Discourse: Functional-Linguistic Perspective (Based on Academic Discourse) -- Expressive Syntactic Devices as Means of Forming Advertising Discourse -- Functional and Linguistic Features of Humour in Economic Discourse -- Study of Precedent Text Pragmatic Function in Modern Economic Discourse -- Peculiarities of Argumentative Strategies of Modern English Political Discourse -- Discursive Construction of "Others" in the Semiotic Space of Political Communication -- Medical Professional Discourse in Terms of Cognitive Linguistic Analysis -- Professional discourse situations as quanta of professional communication -- World-building Processes in Professional Romance Languages (Exemplified by Professional Terminology in the Area of Fashion).

   Sommario/riassunto This book presents research into various types of professional discourse through the prism of the functional linguistics approach. Focusing mainly on practical aspects of speech, the book discusses

various topics, such as structural, semantic, cognitive and pragmatic characteristics of professional discourse, argumentation strategies, humour in professional discourse, and word-building processes. It also highlights communicative effectiveness methods in professional discourse. Offering new ideas and discussing the latest findings, the book is intended for researchers, lecturers and professionals in the field.