

Professional Vocabulary Awareness Within PR Specialist's Personality Development

Polina Sergienko, Alla Minyar-Beloroucheva & Olga Vishnyakova
Lomonosov Moscow State University, RUSSIAN FEDERATION

Elizaveta Vishnyakova
Leo Tolstoy Tula State Pedagogical University, RUSSIAN FEDERATION

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Abstract

The article deals with the concept of language personality of public relations (PR) undergraduates as well as the process of its terminological awareness, being part of general linguistic competence. This issue is regarded as one of the most important ones, however it has not been in the focus of linguistic attention. The concept in question is based on the anthropocentric approach to modern linguistic research. The study of the undergraduates' linguistic personality development reflects individual characteristics as well as the professional orientation of the second language thus encompassing a wide range of issues. Within the scope of cognitive linguistics concepts identification that represent the mental space of the language personality of the undergraduates reveal the essence of the phenomenon and stages of its development. The findings testify to the maxim that thought can be understood through language. At the present stage the development of linguistic personality is fostered by the advances of e-learning. The authors come to the conclusion that PR undergraduates should be taught the terminology constituent of the professional language to be successful in the acts of professional communication.

Keywords: language personality, public relations, PR undergraduates, professional vocabulary, terminology.

1. Introduction

The linguistic personality of a PR specialist is a new phenomenon, which emerged in the late 20th and early 21st centuries in the globalizing world. Insofar it has not acquired a proper comprehensive linguistic analysis. The topicality of the study of the PR specialist's linguistic personality development is determined by the objective needs of society of the present day. The PR linguistic personality is revealed primarily in the texts of PR discourse, mainly in press releases of international companies. The study of language personality of PR undergraduates is shaped by all the aspects of second language study, reflecting not only the language per se, but the professional sphere of its usage, which in the academic environment is formed by means of professionally-oriented texts. The tone of the language used in professional PR discourse is formally polite, business like, calm and official at the same time. It demonstrates a new democratic

style of communication, as well as new models of corporate behaviour and public-organisation relations.

- The linguistic personality of PR undergraduates is a new field of study.
- Its development needs a study of best samples of PR language personalities.
- Professional vocabulary is one of the aspects of PR specialist's personality.
- PR linguistic personality is made up of linguistics and professional factors.

According to Anna Wierzbicka we can “reach the person's mentality through words” (Wierzbicka, 1997). It means that the sense is created by means of a symbol (a sign, an image or a word) which is perceived by people. Following the statement, we infer that it is by studying the key concepts and linguistic units of linguistics personality we can reach the essence of this phenomenon. Scholars single out different types of linguistics personality depending on the types of texts that they analyse, reproduce and produce. Plunging in the professionally-oriented linguistic units the individuals acquire part of a different culture. A rounded up professional linguistic personality is able to produce the professional texts in another language. H. G. Widdowson underlined the importance of secondary culture within the scope of professional vocabulary acquisition (Widdowson, 1990).

Linguistic personality is a language personality, or a communicative personality, which is regarded as a generalized way, media, cultural-linguistic and communicative-pragmatic values, knowledge, attitudes, and behavioral responses. In this paper all these terms are used interchangeably, indicating that a personality is the one who is linguistically identified as a communicative personality, who is able to acquire values, cognitive and behavioral plans of this concept. What should also be pointed out, the language personality is formed by means of acquisition of non-equivalent vocabulary of the profession and culture of another language. Non-equivalent vocabulary does not only deal with the words of the source-language, which do not have the corresponding lexical units in the target language vocabulary, but also the professional specific vocabulary.

Initially it is important to identify the material which allows to single out key words and expressions, as well as the concepts forming the linguistic personality of public relations undergraduates, that can be taught with the help of different educational methods and approaches (Vishnyakova et al., 2020a; Vishnyakova et al., 2020a; Minyar-Beloroucheva et al., 2021).

The analysis of the structure of a language personality of a PR councilor as well as the stages of its development allows to create an image of PR experts who play an important role in the present globalizing world.

2. Methods and methodology

Methodology of the investigation determines the methods of present research. For the first time the professional PR speech in terms of linguistic personality reflection has been analyzed. The methods chosen of the PR specialist's linguistic personality study to make PR undergraduates be aware of the particularities of the phenomenon include analysis and synthesis, the method the philological analysis of PR texts as well as the method of generalization and results' interpretation. The investigation presupposes the study of linguistic and extralinguistic factors reflecting the essence of PR language personality. A complex approach to the PR texts study makes use of the extralinguistic factors, influencing their creation.

3. The purpose of the study

The purpose of the study includes the investigation of the best examples of PR linguistic personalities expressed in PR press releases to be models of best communicative practices for PR undergraduates to follow. The advances of e-learning and new technological developments allow future PR experts to find best PR linguistic personality patterns for self-education.

4. Literature overview

In their attempt to identify mainstream linguistic identity at a multicultural level scientists have seen it necessary to create a second language personality (L2 personality) based on the concept of a native language personality. In the most general form, the second language personality is defined as the ability of an undergraduate to communicate in a second language at the intercultural level, which is understood as adequate communication with representatives of other cultures. According to Yu. N. Karaulov the L2 personality is defined as a set of abilities to carry out foreign language text activity at three levels: verbal-semantic (the ability to perceive the meaning of words and their compounds), thesaurus (understanding of the concept of the text, the perception of generalized concepts, large concepts, ideas) and motivational (understanding the intention of the sender of the text, determining the reason and purpose of the utterance) (Karaulov, 1987: 52). This classification presupposes the study of all the three levels of linguistic analysis of the PR text in the foreign language aimed at education of PR undergraduates.

Within the linguodidactic approach to professional PR language acquisition (Minyar-Beloroucheva et al., 2020) it is necessary to note, that an individual's ability to intercultural communication is composed of mastery of verbal and semantic codes of the studied language. It includes the formation of L2 consciousness, which is directly associated with the associative-verbal network and global conceptual worldview, a system of presuppositions and implications of personality, correlated with the unspoken background of assumptions and practices (Galskova, Gez, 2004), including the digital environment (Lanning et al., 2018; Ryan & Pennebaker, 2017; Chukov & Petkova, 2019), which reveals the linguistic personality of a PR expert and allows PR undergraduates to study and analyze a new social reality and the audience's needs.

Another researcher considers that a fully formed secondary linguistic personality has the whole set of fragments of the secondary linguistic and conceptual worldviews. The first one is considered by researchers as thesaurus-1 – language consciousness, which is directly connected with the associative-verbal network of language. The conceptual view of the world is understood as a thesaurus-2 – that is a system of presuppositions and implications of the individual, correlated with the background of unspoken assumptions and practices (Khaleeva, 1989: 202). The components of the linguistic worldview are the units of the verbal-semantic level of the word and phrases. The components of the conceptual worldview are the linguocognitive models of words, the most generalized, schematized representations of the conceptual basis of meaning, highlighting the most important, key points in the meaning (Belyaevskaya, 1991: 83-84). Thus, for the study of PR texts, it is necessary to bear in mind the study of the key-words and phrases with regard to the verbal representations of the key mental concepts of the studied texts.

One more vision is provided by a scholar who suggests exploring the theoretical foundations of teaching culture in foreign language speech communication. The researcher takes the L2 personality as a system of education that has as its basis in the socio-psychological personality of man in general and is taken from the perspective of teaching culture in a foreign language speech communication, characterized by the presence of language consciousness, cognitive consciousness, and moral consciousness (Khitrik, 2001; Ryan & Schwartz, 2021). From can be draw from this vision is the development of L2 personality within PR undergraduates

should be based on the formation of different types of awareness, including the professional PR vocabulary, the formation of key concepts concerning the professional needs and the demand of society as well as the awareness of specialized code of conduct at the workplace. Thus, that is the culture and the practical sphere that define the language personality to a great extent (Ilyasova, 2018; Antolová, 2019).

Another scholar regards the concept of L2 personality as one of the most significant and fundamental properties in the modern theory and methodology of teaching foreign languages. However, its interpretation, theoretical research and practical implementation are subject to constant development and change. The transformation of this concept is explained by changes in society around us, in the requirements that society imposes on the system of teaching foreign languages at every stage of its development (Khalyapina, 2006: 101).

The implementation of various approaches to foreign language teaching to PR undergraduates it is possible to transform the concept of L2 personality development from different aspects. For examples, L2 personality can be viewed as a cultural or historical object with a global thinking. Moreover, L2 personality has undergone secondary culture socialization, and is ready for intercultural communication by means of the formation of a cultural and professional minimum as a certain set of knowledge and actions that correspond to the cultural-specific and linguistic norms of PR discourse. Professional PR communication is important for intercultural business communication; thus, a multicultural language personality is endowed with a set of competencies that allow PR undergraduates to navigate in the conceptual spheres of universal, socio-cultural and professional types, ready and capable of active positive professional communication within the professional domain.

5. Results and discussion

5.1 *Key-notions of L2 personality and professional PR language personality*

PR L2 personality is a phenomenon of the educational culture. To be able to imitate the real PR linguistic personalities it is necessary to analyze in detail the particularity of the original language of PR discourse texts. For this purpose, it is necessary to consider the relationship of PR undergraduates to PR linguistic personalities to take their verbal performances as a model to follow. PR undergraduates should be aware that a PR language personality is understood as an expert who perceives and accepts culture and profession, who explains and assimilates it through language, that is, interacts with the world around them. The bilingual linguistic personality of PR undergraduates is recognized as a secondary linguistic personality, since they manifest their linguistic creativity in the paradigm of two languages – native and international. It is characterized by linguocreativeness, which is understood as a creative, culturally determined process of creating non-trivial texts that affect recipients by their structure, semantic content, the peculiarity of sign coding of meaning, imaginative and cognitive (educational) potential.

5.2 *Target concept of PR discourse to develop a language personality*

To begin with, it is necessary to remind that public relations being a multifaceted discipline embrace all the spheres of human activities: politics, medicine, international relations, advertising, education, Mass Media and many other spheres. The creation of worldview of PR experts deals with specific and general concept representation in the native and secondary languages. Dealing with L2 PR personality we shall speak of the professionally loaded language personality. It is explained by the changing nature of key ideas and their conceptual representations in society.

Press releases are important illustrations of professional PR discourse texts, as they reveal the most important PR ideas in a concise form. Along with the changing social needs and professional intentions the change of key concepts and ideas is to be defined. Press-releases reflect all means of linguistic expressions of key notions at the present time. PR undergraduates develop their vision of the world within the boundaries of the ideology fixed in concepts verbalized in PR texts. Language units are semiotic signs that reflect the personality of a PR undergraduate at the linguocognitive, linguocultural, and pragmatic (discursive) levels. By means of the native language, PR undergraduates cognitively learn, describe, evaluate, and transform the reality surrounding them; as a linguocreative linguistic personality with the special worldview, in which spiritual and utilitarian values are stored, represented through anthroponymic knowledge, which remained lacunar for linguists in terms of holistic analysis.

5.3 Professional Ethics of PR specialists

Working in the professional sphere of public relations presupposes apart from professional knowledge of the chosen field and the specialty also the knowledge of ethical principles of professional behavior and ad hoc decision making. The development of PR linguistic personality includes the pragmatic aspect which consists of aims, motives and intentions connected with the communicative and professional activities. For the purpose of guiding and regulating professional conduct of PR councilors there exist various international PR organizations, holding conferences, issuing codes of conducts and producing declarations. As an example we regard the Chartered Institute of Public Relations (CIPR) Code of Conduct. All PR organizations and private agents, members of the CIPR are bound by the Code of Conduct, commitment to which they have to review annually. The principles include a series of statements and principles guiding the PR experts in their professional activity with their efforts to:

- maintain the highest standards of professional endeavor, integrity, confidentiality, financial propriety and personal conduct;
- deal honestly and fairly in business with employers, employees, clients, fellow professionals, other professions and the public;
- respect, in their dealings with other people, the legal and regulatory frameworks and codes of all countries where they practice;
- uphold the reputation of, and do nothing that would bring into disrepute, the public relations profession or the Chartered Institute of Public Relations;
- respect and abide by this Code and related Notes of Guidance issued by the Chartered Institute of Public Relations and ensure that others who are accountable to them (e.g. subordinates and sub-contractors) do the same;
- encourage professional training and development among members of the profession in order to raise and maintain professional standards generally (CIPR, URL).

The CIPR also provides examples of correct professional conduct within the PR sphere, including examples of honestly, confidentiality and skillful conflict of interests' resolution. To be successful in the professional career PR experts should be knowledgeable in the field of the specialty as well as linguistic aspect of communication, including professional vocabulary awareness, rules and expressions of politeness as well as techniques used for creative text writing directed at big audiences.

Such companies as the British Petroleum company (BP) and the is the Mexican multinational building materials company CEMEX, headquartered in San Pedro have shown common aims to take care of the environment. Within ethic principles PR experts express their

concern about the climate change and the environment protection. The press releases speak about the ideas out loud:

About BP

BP's purpose is to reimagine energy for people and our planet. It has set out an ambition to be a net zero company by 2050, or sooner and help the world get to net zero, and a strategy for delivering on that ambition. Partnering with countries, cities and corporations to provide innovative energy, mobility and decarbonization solutions as they shape their paths to net zero is a core part of this strategy. For more information visit [bp.com](https://www.bp.com).

About CEMEX

CEMEX is a global building materials company that provides high-quality products and reliable services. CEMEX has a rich history of improving the well-being of those it serves through innovative building solutions, efficiency advancements, and efforts to promote a sustainable future. For more information, please visit: www.cemex.com. (BP, URL).

Such words and phrases as “reimagine energy”, “for people and our planet”, “to set out an ambition”, “a net zero company”, “deliver on the ambition”, “reliable services”, “the well-being of those it serves”, “efforts to promote a sustainable future” point at the major concern of the companies in question. The PR texts show, the companies seek to bring a positive change into the process of nature exploitation and environment preservation. In this way PR experts express their attitude to the environment and verbalize their concern. This part of development of the linguistic personality of PR specialists presupposes the vocabulary knowledge as well as its practical realization in professional discourse. The provided examples express key concepts dealing with PR ethics, environment, interest of the company, professional development. They are the key concepts of PR discourse within the cognitive linguistic approach, necessary to instill in the PR undergraduates' professional linguistic personality formation.

5.4 A subsystem of PR specialist's language personality

In the modern world which sees the abundance of different texts and appeals found in the business sphere, a PR expert has to be aware of the rules of ethics, politically correct and polite behavior. Professional language of PR specialists is a form of language realization including linguistic units of different levels of General English and particular registers (terminology, elements of the spoken language, Business English, professional language of the organization) within professional PR discourse, which is part and parcel of the institutional discourse. The development of linguistic personality of PR undergraduates is connected with public speaking, text writing and everyday interpersonal and business communication, which fluctuates in the degree of formality from official up to semi-official styles.

Anthropocentric approach to PR discourse is linked to the study of PR sociolect presenting a subsystem of language characterized by the thematic, lexical, grammar and stylistic particularities. The sociolect of the chosen professional field is subjected to linguistic and extralinguistic factors of language development. Among the factors influencing the formation of the professional PR vocabulary we can name Mass Media, Internet, grassroots movements, assessment of PR activities and public opinion. The main feature of the professional linguistic worldview of PR specialists is an absolute equality within the societal structure of horizontal character. It presupposes a constant dialogue between the organization and its public. In the modern days of technology, the symmetric communication increases in its importance due to the possibility of every person to leave a feedback, write an e-mail or post an image and a video in the Internet. PR experts are to study the opinion of the general public and react accordingly.

5.5 The levels of linguistic personality

The levels of linguistic personality include grammatical, linguocognitive, professional vocabulary and pragmatic aspects. The grammatical aspect represents the use of formal system means of language. The written speech forms of PR texts are noted for a variety of linguistic means that depend upon the type of communications and goals, set by PR practitioners. Such extralinguistic factors as the business sphere itself, the socio-economic and political factors, the requirements from the target audience as well as the mode of communication determine the choice of linguistic means of professional PR-society interaction. To substantiate the existence and the importance of different levels of linguistic personality development we shall consider some more examples of PR texts.

Further press releases of the above-mentioned BP company and its joint ventures emphasize their attempt to combat climate change.

Thus, BP and CEMEX team up on net zero emissions.

The two companies have agreed to a memorandum of understanding to develop solutions to decarbonize the cement production process and transportation. These potential solutions may include low carbon power, low carbon transport, energy efficiency, natural carbon offsets, and carbon capture, utilization and storage technologies. Additionally, they intend to work together to develop urbanization solutions envisioned to decarbonize cities.

“Concrete plays an integral role in society, and there are no substitutes for its key attributes, strength, and resilience. We believe it will continue to have a critical role in a low carbon economy, and the challenge for the industry is to find solutions to the manufacturing process emissions,” said Juan Romero, executive vice president sustainability, commercial, and operations development of CEMEX. “This initiative with bp is another example of the work we are doing with partners across industries, academia, and start-ups to tap into the latest innovation and disruptive technology to achieve our ambition of delivering net zero CO₂ concrete globally to all of our customers” (BP, URL).

The given excerpts of a press release demonstrate a whole range linguistic particularities used by copywriters. First of all, there is a certain dominance of lexical units on the topic of the environment protection: “to decarbonize the cement production and transportation”, “low carbon power”, “potential solutions”, “low carbon transport”, “energy efficiency”, “natural carbon offsets”, and “carbon capture”, “utilization and storage technologies”. With these expressions PR specialists underline the companies; concern about the fight against the major pollutant, which is carbon. It becomes clear because of the frequent usage of this terminological units in the text. The texts also make it clear, that the linguistic PR personality is aware of the existing environmental problems and seek a possible solution to it. Special attention should be paid to the personal and possessive pronouns “we” and “our” in this press releases. Such phrases as “we believe”, “e are doing with partners”, “our ambition”, “our customers” indicate that PR linguistic personalities identify themselves as part of partners, customers and the whole world.

On the grammatical level the press release taken for the analysis makes use of Present Simple (“concrete plays”, “we believe”, “is another example”), Present Perfect (“the two companies have agreed”), Present Continuous (“we are doing with partners”) and Future (“it will continue”) tenses of the verb to indicate the recent steps taken to tackle the environmental problems and the urgency of the issue. The use of Future emphasizes a positive view of the further development and future resolution of the environmental problems (Minyar-Beloroucheva & Sergienko, 2021; Sergienko et al., 2021). The verb tenses also express certainty that the PR experts believe the company will work fruitfully and have a success in the future. Grammatical structure of the whole text as well as the direct speech indicate the topicality of the issue discussed. Environmental protection is of universal concern at the present moment.

On the stylistic level it should be noted that this PR press release is not stylistically homogeneous. It consists of a narrative and the direct speech of the PR and business specialists, who express their opinion on the topic and comment on the company's actions. The use of the direct speech indicates a desire to bring the company experts and the public closer together. This idea is expressed by means of personal pronouns, present continuous verb tense and enumeration of measures, repetition of the reassurance of the positive image of the company serving the major tasks of the linguistic personality development of the PR experts. All in all, all the levels of linguistic personality are united with a single aim to make the text persuasive and attractive for the mass audience.

6. Conclusion

The study of linguistic particularities of the existing press releases of big international companies gives a chance to follow most successful professional PR patterns in terms of their linguistic realization. Terminological awareness is gained as a result of a simple text analysis, when the attention of PR undergraduates is drawn to a particular issue, that is the existence of PR specialists' language personality. In regard to fostering the development of PR specialist's linguistic personality the current investigation suggests only one pattern based on the example of BP's press releases. A similar approach can be applied for further investigations of different texts of professional PR discourse to suggest supplementary features of PR expert's professional linguistic personality.

The study of different stages of professional linguistic personality development of a PR expert has shown, that linguistic personality is a result of social and professional fields of activity, shaping its type, style of reputation management. The language of PR specialists is highly influenced by linguistic and extralinguistic factors. It is a dynamic and self-regulating system reflecting the attitudes and professional needs. The linguistic profiles of PR specialists expand the knowledge of the public and companies about their intentions and future activities, aimed at balancing the public's and the company's interests. All this should be included in the curriculum of PR undergraduates' education for them to increase their professional vocabulary awareness in order to become highly qualified experts in the globalizing world.

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