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Functional Approach to Professional Discourse Exploration in Linguistics.
Edited by
Elena N. Malyuga.

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LE CHENG
ZHONGHUA WU

The volume *Functional Approach to Professional Discourse Exploration in Linguistics* edited by Elena N. Malyuga, seeks to explore multiple types of professional discourse from the perspective of Functional Linguistics. It highlights various linguistic features and functions in achieving communicative effectiveness such as syntactic, semantic, pragmatic, cognitive, and semiotic features of discourse in professional fields, argumentative strategies, linguistic analysis of humour, and word-building processes. Overall, the volume makes a valuable addition to the current literature on professional discourse.

The book begins with the chapter "Introduction: Professional Discourse in the Focus of Functional Linguistics" (pp. 1–20) by Ponomarenko *et al.* who trace the analysis of professional discourse to the area of management and organization studies and then raise the tricky question: "why, having acquired numerous professionally related skills, do people participating in professional communication sometimes fail to succeed in achieving the evident purpose of their interaction, a mutually acceptable compromise?" (pp. 1–2). It is pointed out that linguistic factors influencing the communicative effectiveness of professional discourse should get the attention they deserve to cope with the dilemma. The authors further justify the validity and feasibility of analyzing professional discourse in the functional approach by roughly reviewing accomplishments of eminent functionalists in Russia and beyond. After setting the stage, the authors provide an overview of the following chapters that investigate issues intimately related to the subject matter. Apart from the Introduction, this logically structured volume presents a collection of nine studies which fall into six categories, including academic discourse, advertising discourse, economic discourse, political discourse, medical discourse, and literary discourse within the scope of Language for Specific Purposes (LSP).

In Chapter 2 "Professional Discourse: Functional-Linguistic Perspective" (pp. 21–57), Chesnokova *et al.* aim to discuss the implementation of modern professional discourse in higher institutions, focusing on key elements of verbal interaction that shape rhetorical devices of such discursive formation. Though a consensus has not been reached towards the definition of professional discourse due to "the polysemantic nature of the term and a whole variety of approaches" (p. 23), its major functional features are generally accepted, and include goal-setting, functional loading of professional communication,

participants and chronotopos of professional discourse (e.g., conventional regulation of English professional discourse, etiquette and regulation of verbal behaviour, and peculiarities in written communication), and functional differences between official and semi-official professional discourse. It should be noted that pragmatic equivalence is the most basic condition of realizing equivalence in translation, influenced by functions of linguistic means. Through a contrastive analysis of English and Russian academic communication, research shows that "Functional-linguistic approach to professional discourse provides researchers with methodological opportunities to carry out complex analysis of different kinds of professional verbal interaction-business, work-related and academic communication" (p. 54).

In Chapter 3 "Expressive Syntactic Devices as Means of Forming Advertising Discourse" (pp. 59–93), Aleksandrova *et al.* focus on the syntactic devices in advertising discourse, emphasizing that advertising imposes emotional effects on the target audience through language techniques. By comparing three text groups of different volumes, it is found that the amount of expressive syntactic means depends on the size of texts. Among the commonly used syntactic devices such as parenthesis constructions, different types of expressive sentences, syntactic repetitions and parcelling constructions, both punctuation peculiarities and sentence segmentation are more conducive to enhancing the text expressiveness and achieving the purpose of drawing attention and convincing consumers. This chapter further concludes that "the specific advertising discourse feature lies in the possibility for expressive syntactic means to grow into stylistic and pragmatic devices" (p. 91).

Chapters 4 to 5 are dedicated to the functional analysis of economic discourse. Although it is regarded as a strictly institutional professional discourse, recent years have witnessed a tendency towards informalisation of discursive practices adopted by economists. Given that humour in this field is easily accessible but underexplored, Malyuga *et al.* spotlight the issue of declining formality of English speaking and writing practices in economic scenarios in Chapter 4 "Functional and Linguistic Features of Humour in Economic Discourse" (pp. 95–129). They elaborate on the functions (phatic, entertaining, aesthetic, self-regulating, protective, camouflaging, persuasive, relief and superiority assertion) as well as intentions (heuristic, phatic, expressive, and regulative) of humour in economic communicative discourse

and meanwhile outline the generative mechanism of humour, followed by a thorough discussion of the translation of humour and jokes in economic domains. Appropriate background information is claimed to be an integral part of understanding and interpreting the economic humour implication. To echo this finding, Chapter 5 "Study of Precedent Text Pragmatic Function in Modern Economic Discourse"(pp. 131–163) by Sibul *et al.* explores the role that precedent texts play in achieving the pragmatic aim, as the system of values and behaviors is universally shared by members of the economic discourse community. Notions and classifications (verbal vs. non-verbal) of precedent texts, as well as functions of economic discourse (including informative, entertaining, educational, persuasive) are examined at length. The intertextual units, namely, instances of texts linking to other texts (Farrelly 2020) from classical literature and films, serve to produce emotional effects and attract readers' attention. Through a quantitative analysis of 100 articles from printed and electronic economic media, the authors affirm that prior knowledge facilitates recipients' perception and understanding of economic issues in view of the complex nature of modern economic discourse.

Shifting the focus away from economic discourse, Chapters 6 and 7 take a closer look at political discourse. In Chapter 6 "Peculiarities of Argumentative Strategies of Modern English Political Discourse" (pp. 165–198), Abrahamyan and Banshchikova expound on peculiarities of argumentative strategies of modern English political discourse, deeming that the dichotomy between 'the self' as positive representation and 'the other' as negative representation underlies key argumentative strategies in political discourse. It is pointed out hereby that "One of the peculiar features of political discourse, which is predetermined by its main function-the struggle for power, is the intensive use of agonistic strategies such as the strategy of discreditation, delegitimisation, demonisation, accusation" (p. 196). Since the argumentative strategies and tactics in political communication are mainly used for persuasion, the ways of realizing this goal are categorized into logos, ethos, and pathos, based on a quantitative analysis of presidential inaugural addresses by G. W. Bush, B. Obama and D. Trump as well as D. Cameron's speech in Aberdeen on Scottish referendum. As a matter of fact, without descriptive and evaluative components, the aim of argumentation can never be fully achieved, whereas the use of both rational and irrational arguments tends to bring the

the persuasive potential of argumentation into full play. In Chapter 7 entitled "Discursive Construction of 'Others' in the Semiotic Space of Political Communication" (pp. 199–230), Kulikova and Detinko mention that "Otherness is a sociocultural phenomenon, which is an integral part of discursive identity of an individual" (p. 200). With special attention paid to visual components in newspapers and magazines, they try to unravel how the political themes and the representation of otherness are reflected, achieved and interpreted in political communication. Driven by the self-built linguo-communicative model, the authors sum up four basic strategies during the discursive construction of 'otherness' from both the intracultural and intercultural perspective: identification of otherness, justification and retention of the status of the others, transformation and destructive strategies, and twenty one discursive-semiotic techniques, suggesting that this model can function as a reference for analyzing discursive construction of 'otherness' in political systems across different countries.

A better understanding of medical discourse as a complex cognitive phenomenon also helps us navigate professional discourse. In Chapter 8 "Medical Professional Discourse in Terms of Cognitive Linguistic Analysis" (pp. 231–266), Vishnyakova *et al.* concentrate on the inherent relations between language and communication regarding medical care or health. In contemporary society, cognitive science is undergoing an anthropocentric orientation in which humans are seated "in the centre of attention and activity as the possessor of consciousness, thinking and language, as well as the source of generation, processing and transmitting information" (p. 232). To explicate medical professional discourse, we need to explore the interaction between mental structures and functional characteristics of linguistic representations in that Systemic Functional Linguistics is compatible with Cognitive Linguistics (Butler 2013). Research indicates that basic ontological concepts in the medical field are symptoms, causes, treatment, and prophylaxes, and "cognitive metaphors can be used for communicative pragmatic purposes in medical discourse, including ethical issues of communication" (p. 263). This chapter concludes that the anthropocentric approach is an indispensable part of functional cognitive analysis, highlighting the role that human beings play during the cognitive process and knowledge transfer.

To deal with the subtle difference between the professional and institutional types of discourse, Chapter 9 "Professional Discourse Situations as Quanta of Professional Communication" (pp. 267–303) by Chekulai *et al.* advocates that professional discourse is not purely institutional but intertwined with private discourse, seeking a way to solve the typological problem. By analyzing the excerpts representing professional verbal communicative situations in Arthur Hailey's novels, the authors classified them into three main categories: conflict, deal, and crisis. But some gaps in the study of professional discourse are yet to be filled, such as the ontological difference between professional discourse and institutional discourse, inner structure of professional discourse, other structural types of situations, modality of the professional discourse situation, etc.

In the final chapter "Word-Building Processes in Professional Romance Languages" (pp. 305–335), Ovchinnikova *et al.* probe into how the process of world building comes into being in Romance Languages, with an example of terminologies in the fashion field. It is shown that "conversion is a way of word formation by means of which there is a transition from one lexical and grammatical category to another, as a result the derivative word (conversive) gains new semantic signs" (p. 312). By way of illustration, the findings reveal that substanivation (formation of nouns) of adjectives is the most productive way of word formation in the fashion sphere, while interestingly adjectivisation of nouns is the most widely adopted method of colouronyms in vestimentary vocabulary. Regrettably, however, no other Roman languages except French were discussed, which may inevitably lead the readers to wonder if such research findings are generalizable and convincing.

Although this volume tries to capture a panoramic view of current studies on professional discourse from the functional linguistic perspective, it has some room for further exploration. For instance, it mainly collected scholarly papers from Russian scholars who focus on limited types of discourse. The book would be more comprehensive and informative if cutting-edge findings on professional discourse from experts in other countries had been incorporated. Special attention paid to issues relevant to the mainstream LSP, like legal discourse (Wu and Sun 2019) or scientific discourse (Soini and Birkland 2014), which are not just confined to American, British, Russian and French discursive practices, could also help to enhance the academic value of this

book. More critically, some justifications need more detailed elaboration. In Chekulai *et al.*'s paper, types of professional discourse situations are summarized by analyzing fiction books of a single novelist. It is easier for readers to cast some doubt on its typicality and generalizability because studying professional discourse in real-life communication carries more weight. On top of this, little has been known about the newer channels of communication such as voice-mail, e-mail, text-messaging, and mobile phones in certain professional fields (Warren 2013). What is mentioned above points to some research directions that could push forward the study of professional discourse in the foreseeable future.

Despite the quibbles, the volume is quite thought-provoking for it deals with issues concerned with discursive practices of professional communication, offering an interdisciplinary perspective to investigate professional discourse by integrating LSP with Functional Linguistics (Cheng & Cheng 2014). It makes many notable contributions to the existing body of knowledge on professional discourse in linguistics. Based on these theoretically grounded and empirically tested studies, we are prone to favor the view that Functional Linguistics has provided powerful tools for exploring disciplinary discourses (Coffin & Donohue 2012). As such, this collection of scholarly papers can serve as an illuminating guide for researchers, teachers, and students who take a keen interest in professional discourse analysis, functional linguistic approach, and Language for Specific Purposes as a whole. N

LE CHENG

ZHONGHUA WU

ZHEJIANG UNIVERSITY

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