

## PREFACE

The second issue of volume 8 of *SILC* “Exploring English Studies: Aspects of Language, Culture and the Media” features five papers dealing with different aspects of media studies, applied linguistics, as well as contrastive studies and translation.

The issue opens up with a paper by Alesia Shevtsova titled “The Socio-Cognitive Aspect of Verbalization of Journalistic Discourse”. The focus of study are news headlines from the British and the Russian media and the way they employ the mental and contextual models of readers and journalists. Some of the findings of the analysis show that unlike the Russian-language headlines which avail themselves of ethno-specific contextual models and use propositions with an implication and an abstract level of description, the high-quality UK press shows a very serious approach to the presentation of information in their headlines. The latter use “a clear description indicating specific agents and patients of the communicative event, and also represent fairly explicit propositions”, which can easily be understood by applying the shared knowledge of “the British epistemic community” (ibid.).

Another research conducted on a comparative basis, this time between articles in English, Russian and Bulgarian, focuses on the topic of spies and more specifically on the different aspects of Skripal’s poisoning that the newspapers in the three countries foreground. Desislava Cheshmedzhieva-Stoycheva concludes that the different papers differ in their tone as well as in the information that they foreground in their articles, however, they all touch on four main topics which metaphorically may be described as Flexing Muscles, Expansion and scare, the Blame game, and last but not least the Life of a spy.

Boryana Kostova discusses the speeches of four presidential candidates in the USA with an emphasis on authority legitimation which in the analysed media discourse can be obtained in several ways but mostly through intertextuality. The author finds that “that the most common source of intertextuality is the voice of the political opponent, while the most salient functions are elevating one’s moral standing and credibility, solidarity building and downgrading opposing points of view” (ibid.).

These first three papers are followed by a research on the limits of translating post-colonial experience into a foreign culture. In her paper, Berrin Aksoy analyses the challenges she has experienced and the approaches she has used in translating Ben Okri’s *The Famished Road* into Turkish. The author argues that the challenges are mostly due to the fact that postcolonial experience is not

shared by the target audience, i.e. by the Turkish readers, and is, therefore, a new concept that they are not familiar with.

The second issue of volume 8 of *Studies in Linguistics, Culture, and FLT* finishes off with a corpus-based study on *smell* in Bulgarian and English by Svetlana Nedelcheva. The author applies the cognitive approach in her analysis and argues that “cross-linguistic analogy in polysemous meanings may rely not only on universal cognition, but also on the universal experiences of social interaction” (ibid.).