

PREFACE

The fourth issue of *Studies in Linguistics, Culture and FLT* is comprised mostly of papers within the wider field of media studies and semantics.

Two of the papers deal with the problem of media (ir)reality. “Representations of Reality in The Demarcation Zone Between Reason and Sensation in English and Bulgarian Language Advertising Discourse” focusses on the discrepancy between the way advertising agents are supposed to describe the object of attention so that it is presented as close to the truth and the real world as possible, and the use of “enticing and sensational verbal and nonverbal means of expressing information so that they can sell not only the product but the life styles they are trying to impose on their target audiences” (Todorova, 2018). Thus, the paper dwells on the distortion of reality or irreality so that consumers are tricked into buying the advertised products.

The influence media have on people’s perceptions and beliefs is the focus of the other paper, i.e. “Mirroring Reality or Establishing a Virtual Reality: The Influence of the Media on People’s Opinion on Muslims”. This time the victims are the members of a religious community who are widely perceived through negative stereotypes. The theoretical base of the paper is comprised of previous studies conducted on the image of Muslims in the media which are being juxtaposed with the results from a survey conducted among Bulgarian and international informants on their perception of Muslims and the way the media have influenced their opinion on that religious group. The interesting conclusion reached is that the media do not actually influence the informants’ opinion on that religious group but their understanding is formed on the basis of personal experience.

“Press Journalist’s Profession in Poland after Political Transformation in 1989 and Nowadays” is more theoretical and regional at the same time as it studies the process of development of press journalist’s profession in Poland over the span of twenty-nine years (see Mikosz, 2018).

Another theoretical paper in the field of media studies focusses on the common traits and differences in the verbalisation of superstructures in media genres. Two media genres are analysed: the radio discussion and the TV news and their prototypical superstructure, which characterises the genre in different languages is revealed. In addition, the paper also identifies the specific features of “the superstructural components typical of a concrete lingual culture together with

the peculiarities of the communicative behavior of the representatives of the British, Belarusian and Russian lingual cultures” (Shevtsova, 2018).

“The Evolution of the Headline – From Print to Patterns and Virality (An Overview of Research in English and Bulgarian)” deals with the differences between print and online headlines. The study also presents the specific guidelines introduced by leading researchers in the field of writing for the web, their proposed classifications and typologies of headlines online. In addition, the paper “offers a discussion of recent findings concerning the specific development known as “virality” and the so-called “viral headlines” with their characteristic features” (Iglíkova, 2018).

Yet another paper in the field of media Studies has at its focus some particular techniques employed in the media discourse. “The Transition of Names: From Proper Names to Common Nouns” deals with proper names’ trend to be transformed into common nouns through the use of names in plural form, presence of definite article, lack of capitalisation and use of closed compounds (see Aleksandrova, 2018).

The last two papers in this issue are on different subjects. “A Cognitive and Cross-Cultural Study on Body Part Terms in English and Turkish Colour Idioms” deals with idioms and more particularly with the cognition of English and Turkish speakers through their use of body part terms in basic colour term idioms. The paper “addresses the distribution of the body part terms in Turkish and English basic colour term idioms and conceptual metonymies underlying these idioms, and it interprets the findings in terms of socio-cultural and socio-cognitive structures in the minds and linguistic practices of people of Turkish and English cultures” (Hastürkoğlu, 2018).

“An Attempt at a Typological Investigation of the Ice Motif as a Symbol of Death” analyses the ice motif and its manifestations in a mythological and literary context. The study proves that the recurrent meaning of ice truly is a symbol of death and its various other connotations (see Velíkova, 2018).

The last paper in this issue “Past-Time Reference, Tense, and Aspect: Past Simple and Present Perfect” deals with the problem of “how temporality is expressed linguistically and in relation to the temporal adverbials” (Tsvetkova, 2018). The study uses the empirical results obtained through various tests by students in Primary Education with a Foreign Language (English) and the practical outcomes of the tests are discussed in terms of the students’ future teaching practice.

True to its aim to provide a wide platform for studies in various fields, this issue of SILC once again contributes to the general academic debate with an array of interesting qualitative and quantitative research.