

PREFACE

Issue five, “Viewpoints and perspectives in Discourse Studies” of *Studies in Linguistics, Culture, and FLT*, is comprised of articles in the broader field of media studies which focus on various aspects of the thematic field.

The issue opens with a paper by Romyana Todorova dealing with food advertisements and more specifically with the discrepancies in their multimodal presentation which can also lead to wrong guesses and assumptions, at the same time provoking the curiosity of potential customers.

Using a corpus of feature articles from the American press, Tatyana Karpilovitch studies the “the role of lexical and grammatical means of modality in realising intentionality of media discourse” (Karpilovitch, 2019, p. 20) and provides a two-step procedure which can be applied in order to establish the connection between the modal utterance and the intentionality implied in media materials.

Another paper dwells upon the American political discourse. Boryana Kostova conducts a small scale survey among university students in order to assess “the attitudes towards American values and the ability to recognize the persuasive and legitimation strategies” (Kostova, 2019, p. 31). The corpus comprises the political speeches of three American presidents (George Bush, Barack Obama, and Donald Trump) delivered on different occasions.

A look at the developments in Polish journalism is provided by Joanna Mikosz in her state-of-the-art review of Polish academic online journals and the characteristics of journalism genres as they appear in the analysed journals. The author reaches the conclusion that only certain genres, such as academic articles, reviews and reports appear on the pages of academic online journals.

Alesia Shevtsova contributes to the main theme of the issue by her diachronic analysis of the evolution of British newspaper headlines. Her focus is on their structure, stylistic composition and expressive means. The time frame used for the comparison is the end of nineteenth, the beginning of twentieth century and 2019. The main conclusion reached despite the multifarious nature of the headlines from the two analysed periods is “the increasing appealing role of modern headlines” (Shevtsova, 2019, p. 66).

The final academic paper in this issue is dedicated to metonymy and more specifically to source-in-target and target-in-source metonymy in articles on international affairs. Aleksandra Aleksandrova concludes that “Both types of metonymy are unidirectional, as the target concept activated by the source concept does not in its turn activate the source concept in the same text” (Aleksandrova, 2019, p. 77).

