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## MODERN COMMUNICATION THEORY: APPLIED ASPECTS

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**Director of the school – Iryna Biskub, Ph. D.,** Doctor of Philology, Full Professor; Head of the Applied Linguistics Department of LUEENU; member of the University Scientific Board; member of the Foreign Language Institute Research Board; member of the Baltic and Black Sea Circle Consortium (Institute of Sustainable Education) international network (BBCC).

*Електронна адреса:* [ibiskub@eenu.edu.ua](mailto:ibiskub@eenu.edu.ua); [ibiskub@ukr.net](mailto:ibiskub@ukr.net)

**Areas of scientific research:** cognitive linguistics, critical discourse analysis, religious discourse, English software discourse, applied and computational linguistics, knowledge modeling and expert systems, computer technologies in foreign-language teaching, proficiency in the essence of public broadcasting, linguo-poetic features of English literary discourse, modelling human and computer communication, and developing comprehensive models for human-machine intercommunication.

**Scientific output of I. Biskub.** More than 100 research papers have been published, including a monograph, a textbook, and fifty articles.

**Research supervision of the following Ph. D. theses:**

*Smal O.* Linguocognitive Peculiarities of Knowledge Modeling in Modern English-Language Lecture Discourse (2014).

*Yushak V.* Structural, Functional and Cognitive Aspects of Word-formation of Modern English Softonym (2015).

*Begal O.* Communicative and Cognitive Abilities of Automatic Dialogue Systems (Experience of Virtual Simulation of Linguistically Competent Interlocutors).

**Summary.** The members of the Modern Communication Theory: Applied Aspects research group,

whose names appear below in conjunction with the description of their work, focus their attention on new approaches for viewing the nature of interpersonal verbal and non-verbal communication, as well as human-computer interactive communication. New mechanisms are proposed for dealing with communicative and cognitive issues relating to communication theory. Special attention is given to the practical application of the research results. The members of the research group have adopted a contemporary paradigm of cognitive discourse as the basis for their research work. Modern experimental and computational techniques are applied to the study of various types of discursive communication.

**Scientific activity of the school.** The monograph “English Software Discourse as a Model of Human-Computer Verbal Communication”; I. Biskub Doctoral thesis “Linguistic Categorization and Knowledge Modeling in the English Software Discourse”; as well as Ph. D. theses by O. Smal’, V. Yushak, and O. Behal’; a number of articles and academic reports published in specialized journals.

### Members of the School

**Oksana Rohach, Ph. D.** in Philology, Associate Professor in the Applied Linguistic Department; dean of the Foreign Language Faculty in LUEENU.

*Email:* [nunka65@hotmail.com](mailto:nunka65@hotmail.com)

**Areas of scientific research:** national stereotypes, mental concepts, experimental methods of language unit semantics.

**Serhii Zasiiekin**, Ph. D. in Philology, Associate Professor in the Applied Linguistics Department of LUEENU.

*Email:* s.zasyekin@gmail.com

**Areas of scientific research:** psycholinguistics, machine translation, translation theory and methodology, translation and editing works of art.

**Anna Danylchuk**, Ph. D. in Philology, Associate Professor in the Applied Linguistics Department; Vice-rector for Research and Pedagogical Work, European Integration and Work with Students of the LUEENU.

*Email:* annaleonardivna@gmail.com

**Areas of scientific research:** political linguistics, linguistic aspects of artificial intelligence, theory of communication, public speaking, communications media, social media projects.

**Larysa Makaruk**, Ph. D. in Philology, Associate Professor in the Applied Linguistics Department; head of the undergraduate student research society in the Foreign Language Faculty at LUEENU.

*Email:* laryssa\_makaruk@ukr.net

**Areas of scientific research:** multimodal linguistics, visual linguistics, paralinguistics, communicative linguistics, symbiosis of verbal and non-verbal means in the English communicative space.

*Email:* laryssa\_makaruk@ukr.net

**Areas of scientific research:** multimodal linguistics, visual linguistics, paralinguistics, communicative linguistics, symbiosis of verbal and non-verbal means in the English communicative space.

**Oksana Smal**, Ph. D. in Philology, Senior Lecturer in the Department of Foreign Languages for the Humanities at LUEENU.

*Email:* ksyusha\_ald@mail.ru

**Area of scientific research:** linguocognitive knowledge modeling features in modern English-language lecture discourse.

**Victoria Yushak**, Ph. D. in Philology, Senior Lecturer in the English Philology Department at LUEENU.

*Email:* peremoga@e-mail.ua

**Area of scientific research:** structural, functional and cognitive aspects of modern English word formation of “softonyms” (names of software applications).

