

## CONTENTS

### *Linguistics*

#### **Marine Yaghubyan**

Linguistic Deviation in Business Advertisements.....	9
--	---

#### **Karine Kochunts**

Emotions, Thoughts, Words .....	20
---------------------------------	----

#### **Zara Hayrapetyan**

Jeremy Corbyn's Manipulative Tactics in His Manifesto Launch Speech.....	30
--	----

#### **Gevorg Barseghyan**

Semantic Groups of Vocabulary in Sports Reports.....	47
--	----

### *Methodology*

#### **Ani Kojoyan, Inna Aghakhanyan**

Gender in Education Settings: Case Study of English. Primary School Textbooks in Armenia. ....	58
---	----

### *Translation Studies*

#### **Seda Gasparyan**

The Historical Background of the King James Bible .....	74
---	----

#### **Tomáš Jadlovský**

Translation of Non-Equivalent Idioms (using English and Russian examples).....	90
---	----

### *Culture Studies*

#### **Gabriella Macciocca**

The History of the Language and the History of the Nation .....	106
---	-----

***Literature Studies***

**Vicky Tchaparian**

- Hypocrisy of the Rich vs Honesty of the Poor  
in the English Society of the 18<sup>th</sup> Century ..... 119

***Armenological Studies***

**Gaiane Muradian**

- Falsification of Historical Figures  
(The Armenian Population in Turkey before and after the Genocide)..... 131

**Shushanik Paronyan**

- The Use of Manipulative Tactics in Hate Speech ..... 143

***Book Reviews***

**John A Stotesbury**

- The Armenian Genocide: A review of Eve Makis's novel,  
*The Spice Box Letters* (Dingwall, Scotland: Sandstone Press, 2015, 260 pp.,  
ISBN 978-1-910124-06-6) ..... 162