

# **JOURNAL**

**of Language Research  
and Teaching  
Practice**

**volume #3**

**ISSN 2618-0375**

**JOURNAL**  
**of Language Research and Teaching Practice**

***Journal of Language Research and Teaching Practice***

*Ablai Khan Kazakh University of International Relations and World Languages Journal of Language Research and Teaching Practice is registered in Communication, Informatization and Information Committee of Ministry for Investment and Development, Republic of Kazakhstan.*

**Editor in chief**

**Dzhussubaliyeva D.M.**, doctor of pedagogical sciences, professor, Kazakh Ablai khan UIR&WL Almaty, Kazakhstan

**Executive Editor**

**Uspanova M.U.**, doctor of economic sciences, professor, Kazakh Ablai khan UIR&WL Almaty, Kazakhstan

**Executive Secretary**

**Battal Zhanar**, Master of Management, Kazakh Ablai khan UIR&WL, Almaty, Kazakhstan

**Editorial team members**

**Kunanbayeva S.S.** Academician of the National Academy of Sciences of the Republic of Kazakhstan, Doctor of Philology, Full Professor, Ablai khan KazUIR&WL, Almaty, Kazakhstan

**Islam Aibarsha**, doctor of philological sciences, professor, Ablai khan KazUIR&WL, Almaty, Kazakhstan

**Josef Schmied**, PhD, professor, Universitat Chemnitz, Germany

**Anna Oldfield**, PhD, associate professor of Coastal Carolina University, USA

**Suzana Mikhaelidi** PhD, professor, University of Indianapolis, Athens Campus, Greek Republic

**Teresa Lynn Polowy**, Doctor of philology, University Orizona, USA

**Engberg Jan**, PhD, Professor Department of Business Communication, the Aarhus School of Business, Aarhus University, Denmark

**Ermagambetova A.S.** candidate of philological sciences, Ablai khan KazUIR&WL, Almaty, Kazakhstan

**Bolatova S.M.**, candidate of philological sciences, Ablai khan KazUIR&WL, Almaty, Kazakhstan

*Elubayeva P.K.*, candidate of philological sciences, Ablai khan KazUIR&WL, Almaty, Kazakhstan

---

**Reviewers:**

*Mizamkhan B.*, candidate of philological sciences, Ablai khan KazUIR&WL, Almaty, Kazakhstan

*Akhmetova G.Sh.*, candidate of philological sciences, Ablai khan KazUIR&WL, Almaty, Kazakhstan

*Zhumabekova G.B.* candidate of pedagogical sciences, Ablai khan KazUIR&WL, Almaty, Kazakhstan

*Golovchun A.A.*, candidate of pedagogical sciences, Ablai khan KazUIR&WL, Almaty, Kazakhstan

*Asanova G.S.*, PhD, senior lecturer, Ablai khan KazUIR&WL, Almaty, Kazakhstan

---

## CONTENT

### METHODOLOGY OF COGNITIVE-LINGUACULTURAL THEORY OF FOREIGN LANGUAGE TEACHING PRACTICE

#### **Dzhusubaliyeva D.M., Nuradil B.B.**

Features of the formation of informative-communicative competence of future teachers by using ict..... 6

#### **Tulekenova D.**

The formation of professionally-identified competencies of the future teacher of early foreign language education..... 13

#### **Osokina D.O.**

E-Learning: various aspects of interpreting the term..... 20

### REGULARITIES IN THE FORMATION OF A GLOBAL INTERCULTURAL COMMUNICATION THROUGH WORLD LITERATURE

#### **Suleimenova A.**

The role of metaphors in advertising discourse..... 27

#### **Mustafina A.**

Some aspects of intercultural communication competence in foreign language education..... 42

#### **Roziyeva D., Kadirsizova G.**

Idiom reinterpretation in business communication (on the basis of metaphorical models)..... 47

**ISSUES OF TRANSLATION AND INTERCULTURAL COMMUNICATION**

**Sadykova A.K., Baishymyrova A.U.**

To the problem of forming professional competence of future translators on the  
basis of infocommunication technologies..... 61