

## Faculty of European Languages and Communication

The English Chair of Cross-Cultural Communication

Associate professor

## Education

<b>Institution</b>	Yerevan State University
<b>Faculty</b>	Faculty of European Languages and Communication, Department for Cross-Cultural Communication (English Language)
<b>Date</b>	2014 - 2023
<b>Degree name</b>	Qualified specialist
<b>Institution</b>	Yerevan State University
<b>Faculty</b>	Faculty of Romance and Germanic Philology, Department of English Philology
<b>Date</b>	2011 - 2014
<b>Degree name</b>	Applicant
<b>Institution</b>	Yerevan State University
<b>Faculty</b>	Faculty of Romance and Germanic Philology, Department of English Philology
<b>Date</b>	2002 - 2004
<b>Degree name</b>	Masters
<b>Institution</b>	Yerevan State University
<b>Faculty</b>	Faculty of Romance and Germanic Philology, Department of English Philology
<b>Date</b>	1998 - 2002
<b>Degree name</b>	Bachelor

## Scientific Rank/degree

<b>Institution</b>	Yerevan State University, Faculty of Romance and Germanic Philology, Chair of English for Cross-Cultural Communication
<b>Date</b>	2017
<b>Degree name</b>	Associate professor
<b>Specialty</b>	Philological sciences
<b>Institution</b>	Yerevan State University, Faculty of Romance and Germanic Philology, Chair of English Philology
<b>Date</b>	2014
<b>Degree name</b>	Candidate
<b>Specialty</b>	Philological sciences

<b>Scientific Supervisor</b>	Shushanik Paronyan
<b>Research Topic</b>	The Pragmalinguistic Perspective of Persuasive Communication (in online petitions)

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## **Language skills**

Հայերեն English Русский Deutsch

## **Work experience**

**Institution** Yerevan State University, Faculty of Romance and Germanic Philology, Chair of English for Cross-Cultural Communication

**Period of time** 2017 till now

**Rank/degree** associate professor

**Institution** Yerevan State University, Faculty of Romance and Germanic Philology, Chair of English for Cross-Cultural Communication

**Period of time** 2014 - 2017

**Rank/degree** assistant professor

**Institution** Yerevan State University, Faculty of Romance and Germanic Philology, Chair of English Philology

**Period of time** 2004 - 2014

**Rank/degree** lecturer

**Institution** Yerevan State University, Faculty of Romance and Germanic Philology, Chair of English Philology

**Period of time** 2002 - 2006

**Rank/degree** assistant in the Chair

## **Scientific interests**

- Cross-cultural communication, pragmalinguistics, persuasive communication, verbal influence, argumentation, manipulation, discourse analysis, psycholinguistics, NLP

## **Participation in international conferences and seminars**

**01/03/2025 -** Teaching for Success 2024, English Teacher and Educator Development Conference

**02/03/2025** Organized by British Council  
Armenia

**10/04/2025 -** Marketing Communication And Business Discourse: Perspectives And Challenges

**11/04/2025** Yerevan State University

**12/11/2023 -** TEFL Teacher's Conference on Intercultural Communication Skills in English

**12/12/2023** Language Teaching, Peace Corps Armenia  
Armenia

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**02/03/2024 -** Teaching for Success 2024, English Teacher and Educator Development Conference

**03/03/2024** Organized by British Council  
Armenia

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**15/02/2024 -** Yerevan TESOL II Teacher Training Course organized by the US Embassy in Yerevan

**23/05/2024** YSU  
Armenia

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**16/02/2023 -** Yerevan TESOL Teacher Training Course organized by the US Embassy in Yerevan

**23/05/2023** YSU  
Armenia

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**16/10/2004 -** AASE 1 International Conference "English Studies: Theory and Practice"

**19/10/2004** Yerevan State University  
Armenia

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**26/02/2009 -** Foreign languages and literature (theory and practice), International conference

**27/02/2009** dedicated to the 90th anniversary of the founding of YSU  
Yerevan State University  
Armenia

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**04/10/2011 -** AASE International Conference, "English Studies: Theory and Practice"

**08/10/2011** Yerevan State University  
Armenia

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**04/04/2014 -** AASE international Conference, US Embassy, "Promoting Independent Learning"

**05/10/2014** Yerevan State University  
Armenia

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**12/04/2018 -** International Conference, "Culture Through the Language Prism"

**13/04/2018** Yerevan State University  
Armenia

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**12/09/2019 -** AASE International Conference, "Language, Culture, Communication"

**15/09/2019** Yerevan State University  
Armenia

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## **Membership**

### **Institution**

The Armenian Association for the Study of English (AASE)

<b>Period of time</b>	2004 till now
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## **Other information**

2015.05.23 - International English Language Proficiency Test (C2 Level) / iTEP Academic-Core Exam (Advanced Level) 2011-2016 YSU five-year educational program for increasing professorial qualifications

## **Publications**

*Article*

### **PERSONAL BRANDING: SHAPING AND MAINTAINING A SUCCESSFUL PERSONAL BRAND**

Siranush Ghaltakhchyan

Armenian Folia Anglistika 2025 125-142

*Article*

### **LINGUISTIC PORTRAYAL OF GASLIGHTING IN INTERPERSONAL RELATIONSHIPS**

Siranush Ghaltakhchyan

Armenian Folia Anglistika 2024 61-79

*Monograph*

**Անգլերեն պերսուազիվ հայորդակցության լեզվագործաբանական հայեցակերպ (առցանց էլեկտրոնային խնդրագրում)**

Սիրանուշ Ղալտախչյան

2021 192

*Manual*

### **Speed up Your English Language Proficiency: Selection of Audio Reproductions with Exercises**

Siranoush Kh. Ghaltakhchyan

2018 312

*Article*

### **Dictogloss Approach to Dictation Writing Activities**

Siranoush Ghaltakhchyan

Armenian Folia Anglistika 2016 99-108

<http://aase.ysu.am/>

*Manual*

### **Guidebook English For University Students**

Marine Yaghabyan, Marianna Ohanyan, Armine Khachatryan, Siranoush Ghaltakhchyan,

Lusine Hambardzumyan, Izabella Sahakyan, Syuzanna Grigoryan

2016 119

*Manual*

### **Speed up Your English Language Skills with Humour (Selection of Audio Dictations)**

1. Siranoush Kh. Ghaltakhchyan

2016 160

*Article*

**Փաստարկող և պերսուազիվ դիսկուլսների փոխներթափանցելիության խնդիրը առցանց  
Ելեկտրոնային խնդրագրում**

Սիրանուշ Ղալթախյան

Օսար լեզուները բարձրագույն դպրոցում 2015 61-68

<http://publications.ystu.am/>

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*Article*

**Փաստարկման գործընթացի առանձնահատկությունները առցանց Ելեկտրոնային խնդրագրում**

Սիրանուշ Ղալթախյան

Օսար լեզուները բարձրագույն դպրոցում 2015 69-77

<http://publications.ystu.am/>

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