



## Faculty of European Languages and Communication

The English Chair of Cross-Cultural Communication

Associate professor

### Education

**Institution** Yerevan State University  
**Faculty** Faculty of European Languages and Communication, Department for Cross-Cultural Communication (English Language)

**Date** 2014 - 2023

**Degree name** Qualified specialist

**Institution** Yerevan State University  
**Faculty** Faculty of Romance and Germanic Philology, Department of English Philology  
**Date** 2011 - 2014  
**Degree name** Applicant

**Institution** Yerevan State University  
**Faculty** Faculty of Romance and Germanic Philology, Department of English Philology  
**Date** 2002 - 2004  
**Degree name** Masters

**Institution** Yerevan State University  
**Faculty** Faculty of Romance and Germanic Philology, Department of English Philology  
**Date** 1998 - 2002  
**Degree name** Bachelor

### Scientific Rank/degree

**Institution** Yerevan State University, Faculty of Romance and Germanic Philology, Chair of English for Cross-Cultural Communication  
**Date** 2017  
**Degree name** Associate professor  
**Specialty** Philological sciences

**Institution** Yerevan State University, Faculty of Romance and Germanic Philology, Chair of English Philology  
**Date** 2014  
**Degree name** Candidate  
**Specialty** Philological sciences

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

---

## **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

---

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

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

---

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

**23/05/2024** YSU  
Armenia

---

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

**23/05/2023** YSU  
Armenia

---

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

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

---

**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

---

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

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

---

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

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

---

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

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

---

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

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

---

## **Membership**

### **Institution**

The Armenian Association for the Study of English (AASE)

---

<b>Period of time</b>	2004 till now
-----------------------	---------------

---

## **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 Հալտախչյան

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/>

---

*Article*

**Փաստարկման գործընթացի առանձնահատկությունները առցանց Ելեկտրոնային խնդրագրում**

Սիրանուշ Ղալթախյան

Օսար լեզուները բարձրագույն դպրոցում 2015 69-77

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

---