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**BUSINESS DISCOURSE AS AN OBJECT OF
LINGUOCOGNITIVE ANALYSIS**

5A120102 – Linguistics (the English language)

DISSERTATION

for Academic Master's Degree

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Ilmiy ishning amaliy ahamiyati tadqiqot materiallari va natijalarini kelajakda bitiruv malakaviy ishlar, diplom ishlari, kurs ishlari va dissertatsiyalar yozishda qo'llanma sifatida foydalanish imkonining mavjudligi bilan belgilanadi. Bundan tashqari, dissertatsiya materiallari Stilistika, Matn lingvistikasi, Kognitiv stilistika, Kognitiv lingvistika fanlaridan ma'ruzalar va maxsus seminarlar tayyorlashda qo'llanilishi mumkin.

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UZBEKISTAN STATE UNIVERSITY OF WORLD LANGUAGES

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ANNOTATION

of the master's dissertation paper entitled

"Business Discourse as an Object of Linguocognitive Analysis"

The topicality of the research is determined by the following key factors: 1) the increasing interests in exploring the issues of discourse in general and professional discourse in particular; 2) the study of discourse has become an important aspect of cognitive linguistics investigations; 3) revealing linguistic specificity and complexity of business discourse has acquired both theoretical and practical significance for further study of the principles and mechanisms characterizing the development of various discursive systems; 4) despite the fact that linguistic aspects of business discourse have been well investigated, there is still a number of semantic and stylistic issues remain unexplored.

The aim of the research is to study the cognitive characteristics of English business discourse.

The subject of the study is presented by cognitive characteristics of English business discourse as a complex type of institutional discourse.

The object of study is cognitive semantic and stylistic characteristics of English business discourse.

The methods of research are as follows: method of systematic description, contextual method, method of componential analysis, semantic-stylistic method, method of cognitive conceptual analysis.

The scientific novelty of the thesis lies in the application of a cognitive approach to the study of semantic and stylistic characteristics of English business discourse. In general, this paper makes an attempt to clarify the interaction of cognitive and communicative pragmatic factors which determine the complex linguistic nature of business discourse.

The theoretical value of the research work is explained by the implementation of cognitive theories and principles to the study of English business discourse. The analysis of a wide range of theoretical and practical data provides a better understanding of cognitive basics of semantic and stylistic elements represented in business discourse.

The practical value of the research work lies in the possibility of applying its materials and results in writing course papers, final qualification papers, theses for master's degree. The data of dissertation paper can also be used in delivering lectures on Stylistics and Text Interpretation, Business English, Cognitive Linguistics, Cognitive Stylistics; while conducting special seminars on functional stylistics and linguistic analysis of media texts.

The main results of the research: Business discourse has a number of specific characteristics distinguishing it from other institutional types of discourse. Business discourse contains its own cognitively and communicatively relevant lexical, semantic and stylistic features. The application of a cognitive approach to exploring business discourse tends to provide a deeper understanding of its structural and semantic-stylistic characteristics and clarifying the interaction of linguistic and nonlinguistic factors which determine the complex nature of business discourse.

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INTRODUCTION

Today we are building a new state, new society in Uzbekistan. We have embarked to achieve great ends, namely to join the ranks of the advanced democratic nations, to secure growth in living standards and wellbeing of our people, be capable of protecting our freedom and independence, and occupy a well-deserved place in the world community. For sure, we all are well aware of these critical objectives.

Without any doubt, achievement of such a noble goals enquires from every of us intricate and painstaking efforts, selfless and cohesion in our steadfast follow of the path chosen by us, and demands that we overcome tremendous tests.

We are all glad that a modern system of education and upbringing is created in Uzbekistan that has aroused keen interest and admiration in other countries; so are the corresponding education institutions. At these education institutions our youth are provided with all the opportunities for attaining advanced knowledge and achievements of progress, two or three professions, learning foreign languages, commanding the internet and information and communication technologies, which allows for training highly qualified specialists at the level of contemporary requirements. (*I. A. Karimov*)

The research paper is dedicated to exploring the cognitive aspects of English business discourse. The special study of the linguistic features of an institutional discourse is regarded as one of the central issues of contemporary linguistics. Business discourse as a type of institutional discourse contains the features which are attributed to professional practice and is characterized by a set of rules and regulations typical of the field of business communication. Generally, business discourse is treated as “all about how people communicate using talk or writing in commercial organizations to get their work done”, as “social action in business contexts” [Bargiela-Chiappini 2007:3].

The special study of cognitive aspects of business discourse is mostly determined by the tendency to place the distinguishing features of business language in the center of theoretical and practical constructions of a separate field of modern linguistics known as Business linguistics. Business Linguistics is an intensively developing discipline alongside other institutional fields such as Media Linguistics, Political Linguistics, Legal Linguistics, Military Linguistics, etc. Business Linguistics focuses on the specific use of language resources in business communication.

The topicality of the research is determined by the following key factors:

- The increasing interests in exploring the issues of discourse in general and professional discourse in particular.
- The study of discourse has become an important aspect of cognitive linguistics investigations.
- Revealing linguistic specificity and complexity of business discourse has acquired both theoretical and practical significance for further study of the principles and mechanisms characterizing the development of various discursive systems;
- Despite the fact that linguistic aspects of business discourse have been well investigated, there is still a number of semantic and stylistic issues remain unexplored.

Problem development status.

Nowadays the study of business discourse is undertaken from the perspective of different linguistic concepts and approaches. However, despite this fact, many linguistic aspects of business discourse cause lots of disputes and due to that need further detailed investigation from both theoretical and practical perspectives.

Generally, the linguistic aspects of discourse have been explored by the scholars such as Z. Harris, P. Hartman, T. van Dijk, R. Langacker, M. Holliday, A. Kibrik and others. The issues of business discourse have been studied by P. Drew, J. Heritage, A. Koester, F. Bargiela-Chiappini, C. Nickerson, B.N. Planken, A.

Baranov, V. Grigoriyev, V. I. Karasik, V.A. Ponomarenko, T.A. Shiryaeva and others.

The aim of the research work is to study the cognitive characteristics of English business discourse.

The objectives of the research work:

- systematic description of the theoretical foundations and central issues of cognitive linguistics;
- analysis and description of cognitive basics of discourse analysis;
- consideration of the theoretical issues of business discourse within a contemporary linguistic framework;
- systematic description of the objectives and theoretical issues of business linguistics as a separate linguistic discipline;
- analysis and description of the distinctive features of English business discourse;
- systematic description of the cognitive aspects of business discourse;
- analysis of cognitive semantic and stylistic characteristics of English business discourse;
- analysis of the intertextual characteristics of English business discourse from a cognitive linguistic perspective.

The subject of the study is presented by cognitive characteristics of English business discourse as a complex type of institutional discourse.

The object of study is cognitive semantic and stylistic characteristics of English business discourse.

Research hypothesis is determined by the idea that the cognitive linguistic study of business discourse as a type of institutional discourse provides a better explanation of its structural and semantic-stylistic characteristics which are very much influenced by the integration of linguistic and nonlinguistic (extralinguistic) factors.

The methods used in the research are as follows: method of systematic description, contextual method, method of componential analysis, semantic-stylistic method, and the method of cognitive conceptual analysis.

Scientific novelty of the research paper lies in the application of a cognitive approach to the study of semantic and stylistic characteristics of English business discourse. In general, this paper makes an attempt to clarify the interaction of cognitive and communicative pragmatic factors which determine the complex linguistic nature of business discourse.

The materials of research include a wide range of the texts belonging to different functional styles – media texts (The Economist, Time, The Wall Street Journal, The New York Times, Business Review Weekly, Smart Money, International Journal of Central Banking, etc.), official document texts (Bulletins published by the International financial institutions), academic texts (research of various aspects of business), and fictional texts (the passages describing typical situations of business communication).

Methodological basis of research. The research is based on the application of theories and concepts in the fields of Cognitive Linguistics (R. Langacker, G. Lakoff, M. Johnson, V. Evans, M. Green, E.S. Kubryakiva, V.A. Maslova), Discourse Analysis (T. van Dijk, A.A. Kibrik) and Business linguistics (A. Koester, F. Bargiela-Chiappini, C. Nickerson, B.N. Planken, T.A. Shiryayeva).

The theoretical value of the research is explained by the implementation of cognitive theories and principles to the study of English business discourse. The analysis of a wide range of theoretical and practical data provides a better understanding of cognitive basics of semantic and stylistic elements actualized in business discourse.

The practical value of the research lies in the possibility of applying its materials and results in writing course papers, final qualification papers, theses for master's degree. The data of dissertation paper can also be used in delivering lectures on Stylistics and Text Interpretation, Business English, Cognitive

Linguistics, Cognitive Stylistics; while conducting special seminars on functional stylistics and linguistic analysis of media texts.

Publication of research results. The materials and results of the research have been published in the following collections of articles:

1. Umarova G. A. Business Discourse from the Perspective of Contemporary Linguistics // Zamonaviy Tilshunoslik, Adabiyotshunoslik, Tarjimashunoslik va Xorijiy Tillar O'qitishning Muammolari: IV ilmiy amaliy konferensiya materiallari, 94-bet Tashkent: UzSUWL, 2015.
2. Umarova G. A. The Notion of Discourse in Modern Linguistics // Zamonaviy Tilshunoslik, Adabiyotshunoslik, Tarjimashunoslik va Xorijiy Tillar O'qitishning Muammolari: IV ilmiy amaliy konferensiya materiallari, 152-bet Tashkent: UzSUWL, 2015.

Structure of the research paper. The research paper consists of introduction, three chapters, conclusion and the list of references.

Introduction presents the main theoretical assumptions of the research paper: topicality of the research, problem development status, methodological basis, the aim and objectives, material of the research, methods used in the research, etc.

Chapter I deals with the basic theoretical assumptions of cognitive linguistics and considers the cognitive basics of discourse analysis.

Chapter II concentrates on the topical issues of business linguistics as a separate field within a contemporary linguistic framework.

Chapter III is devoted to the analysis of semantic and stylistic elements of English business discourse from a cognitive linguistic perspective.

Conclusion contains main results of the research.

Bibliography includes 124 items.

The total number of pages is 93.

CHAPTER 1. COGNITIVE LINGUISTICS AND THE ISSUES OF DISCOURSE ANALYSIS

1.1. Cognitive Linguistics: Objectives and Topical Issues

Traditionally, it is assumed that cognitive linguistics focuses on language as an instrument for organizing, processing, and conveying information [Geeraerts, Cuyckens 2007:3].

According V. Evans and M. Green, "Cognitive linguists, like other linguists, study language for its own sake; they attempt to describe and account for its systematicity, its structure, the functions it serves and how these functions are realised by the language system. However, an important reason behind why cognitive linguists study language stems from the assumption that language reflects patterns of thought. Therefore, to study language from this perspective is to study patterns of conceptualisation. Language offers a window into cognitive function, providing insights into the nature, structure and organisation of thoughts and ideas. The most important way in which cognitive linguistics differs from other approaches to the study of language, then, is that language is assumed to reflect certain fundamental properties and design features of the human mind" [Evans, Green 2006:3].

Cognitive linguistics is a relatively new school of linguistics, and one of the most innovative and exciting approaches to the study of language and thought that has emerged within the modern field of interdisciplinary study known as cognitive science [Evans, Green 2006:3].

D. Geeraerts and H. Cuyckens state that "topics of special interest for Cognitive Linguistics include: the structural characteristics of natural language categorization (such as prototypicality, systematic polysemy, cognitive models, mental imagery, and metaphor); the functional principles of linguistic organization (such as iconicity and naturalness); the conceptual interface between syntax and

semantics (as explored by Cognitive Grammar and Construction Grammar); the experiential and pragmatic background of language-in-use; and the relationship between language and thought, including questions about relativism and conceptual universals [Geeraerts, Cuyckens 2007:4].

Generally, three fundamental characteristics of Cognitive Linguistics can be derived: the primacy of semantics in linguistic analysis, the encyclopedic nature of linguistic meaning, and the perspectival nature of linguistic meaning. The first characteristic merely states that the basic function of language involves meaning; the other two characteristics specify the nature of the semantic phenomena in question. The primacy of semantics in linguistic analysis follows in a straight forward fashion from the cognitive perspective itself: if the primary function of language is categorization, then meaning must be the primary linguistic phenomenon. The encyclopedic nature of linguistic meaning follows from the categorial function of language: if language is a system for the categorization of the world, there is no need to postulate a systemic or structural level of linguistic meaning that is different from the level where world knowledge is associated with linguistic forms. The perspectival nature of linguistic meaning implies that the world is not objectively reflected in the language: the categorization function of the language imposes a structure on the world rather than just mirroring objective reality. Specifically, language is a way of organizing knowledge that reflects the needs, interests, and experiences of individuals and cultures [Geeraerts, Cuyckens 2007:5].

Cognitive Linguistics differs with its "belief that linguistic knowledge involves not just knowledge of the language, but knowledge of the world as mediated by the language" [Geeraerts, Cuyckens 2007:7].

According to V. Z. Demyankov, within the scope of cognitive science the four key aspects can be pointed out:

1. describing and explaining of the mechanisms connecting stimulus and reaction;

2. exploring the phenomena of internal mental human nature;
3. emphasizing of the subject as a source, the initiator of the actions;
4. studying of specificity of cognitive processes in comparison with the affects [Демьянков 1994].

V.A. Maslova distinguishes three main problems facing cognitive linguistics at the present stage of its development: "the nature of language knowledge, its cognition and how it is used. Therefore research works are mainly conducted in the following directions:

- a) types of the knowledge presented in these signs (the theory of cognition) and the extraction of mechanism from signs of knowledge, i.e. rules of interpretation (cognitive semantics and pragmatics);
- b) conditions of emergence and development of signs and laws regulating their functioning;
- c) correlation of language signs and cultural realities represented in these signs [Маслова 2006].

The central issues of cognitive linguistics are the processes of a categorization and conceptualization of human experience in language. The categorization is closely connected with all cognitive abilities of a person, and also with different components of cognitive activity, such as memory, imagination, and attention. The categorization of the apprehension is the major way for arranging the information received by a person. Cognitive scientists focus on the issues related to establishment of dependences and correlations in a cognitive chain "reason (consciousness)- language - representation – conceptualization - categorization - perception" [Кубрякова 2001], i.e. understanding of language as special cognitive ability.

According to V.A. Maslova, "the main objective of the general theory of language is the creation of model for its understanding. Taking into consideration the fact that this model is based on thesis presupposing the interaction of various types of knowledge, the linguistics does not possess monopoly for creating the

general model of language" [Маслова 2006: 25].

Linguistic theory should answer the question: What does a person achieve by means of language. In this regard cognitive linguistics attempts to understand the following:

1. What is the role of participation of language in the process of cognition?
2. To explain the relationship between cognitive and linguistic structures.
3. To establish how a language participates in the processes of receiving, processing and transforming information.
4. To understand the processes of conceptualization and a categorization of knowledge; to describe means and ways of a language categorization and conceptualization of cultural constants;
5. How to describe the system of the universal concepts organizing the conceptual sphere?
6. To solve the problems of language world picture.

The subject matter of cognitive linguistics may be outlined as follows:

First, cognitive linguistics is closely connected with cognitive activity of a person. The way of the nomination is reflected in the knowledge structures standing behind the language expression. Therefore the important place in cognitive study belongs to the linguistic nomination - the area of linguistics which studies the principles and mechanisms of verbalizing the ideas and representations.

Secondly, cognitive linguistics establishes figurative schemes within which the person cognizes the world. According to M. Johnson, a figurative schemes is the repeating dynamic model of our processes of perception on the basis of which more abstract ideas are comprehended. For example, feelings are perceived through any fluid liquids [Johnson 1992].

The metaphor and a metonymy are also investigated from a cognitive perspective. The metaphorical way of comprehension of the world has a general

and obligatory character, therefore, the metaphor can be considered as one of fundamental cognitive mechanisms of human consciousness. Metonymy is a steady association of representations. The idea of contiguity of representations is regarded as the basis for metonymy: *The Times hasn't arrived at the press conference yet* (reporter from "The Times") [Johnson, Lakoff 2004: 61].

Thirdly, the study of discourse from the cognitive point of view [Кибрик 1994].

Fourthly, within the scope of cognitive linguistics scientists try to get into other forms of representation of knowledge playing an important role in functioning of language - frames, scripts, schemas, etc.

Fifthly, an object of research in cognitive linguistics is represented by the concepts, more precisely, modeling of the world by means of concepts. The most essential for creating all conceptual system are those elements that organize conceptual space and act as the main headings of its partitioning [Маслова 2006: 28].

The concepts reduce a variety of the observed and imagined phenomena to something unique, in one heading. They allow to store knowledge of the world and appear as constructing elements of conceptual system.

The cognitive linguistics supplements the analysis of language with the analysis of the speech, various contexts of the use of the corresponding lexemes fixed in the texts, their definitions in different dictionaries and reference books, the analysis of phraseology, proverbs, sayings, aphorisms in which the concept is represented.

In general, E.S. Kubryakova characterizes the objectives given above as "studying the language processes, the language units, categories, etc. in their correlation with memory, imagination, perception, and thinking" [Кубрякова 2001:32].

1.2 Cognitive Foundations of Discourse Analysis

The inclusion of the category of discourse into the system of basic concepts of anthropological paradigm highlights the need for applying an interdisciplinary approach to the study of this important form of human activity. In this regard, E. S. Kubryakova stands out, at least three current trends in the study of discourse, reflecting its relationship with a real human being and existence in the world [Кубрякова 2000]. Firstly, this research is related to the classification of discourse types in their relation to actual flows of human activity. From this point of view the special types of discourse are distinguished (political, scientific, media, etc.) and discourses tend to be analyzed as instances of a special "language usage and a special type of texts relating to the specific socio-cultural activities" [ван Дейк 1989:112]. Secondly, the topical objective is to describe these particular types of discourse by merging the interests of different areas of text linguistics and discourse analysis. The third important area of research is the study of the relationship between discourse and a real speech communication including its interactional nature.

In addition to these three areas, it should be noted that the critical importance of the study of discourse from a cognitive point of view, is a special area of the description, as E. S. Kubryakova remarks "inherent discourse-cognitive phenomenon, i. e, which deals with the transfer of knowledge, with operations of a special kind of knowledge and, most importantly, the creation of new knowledge"[Кубрякова, 2000:23]. Cognitive discourse analysis is one of the youngest and most rapidly developing areas of interdisciplinary study, using the latest achievements in various fields of knowledge. Despite the fact that the ordering and interpretation of what has been done within the framework of this new paradigm of scientific research is a difficult task, this analysis seems to be timely and relevant, since the depth and significance of the problems in this area

are of great interest of experts representing a variety of scientific fields about human beings.

Cognitive analysis of discursive activities has been intensively developing in recent years as a special sphere of interdisciplinary research. Within this framework, we study the organization of linguistic and nonlinguistic knowledge structures required for successful communication. These knowledge structures are reflected at different stages of speech activity, verbalized in different ways and used in different language forms. In this regard, studies in cognitive discourse have highlighted several areas and set their own tasks for studying different knowledge structures involved in the discursive activity. One of these areas combines research works related to the modeling of cognitive processes of formation and perception of discourse aimed at creating an integrated cognitive model of discursive process. The attention of other researchers is given to the study of knowledge representation structures, as well as methods of knowledge storage, processing and retrieval in the process of discursive activity. A separate area of analysis is the study and description of knowledge structures and information processing necessary for the implementation of the discursive interaction of people. Each of these areas makes its own contribution to the development of general cognitive theory of discourse.

Modeling of cognitive processes related to the implementation of speech activity is used as an analysis tool in various fields of cognitive science, primarily in psycholinguistics, cognitive linguistics, research on artificial intelligence. Models of speech processes and mechanisms for their implementation are different aspects of speech activity in accordance with the original goals and attitudes that are relevant to each of these areas. On this basis, a model of speech activity is divided into psycholinguistic, linguistic and procedural [Кубрякова 1991]. Psycholinguistic models reflect the structure of speech activity, the nature and character of its constituent mental processes, the specific conditions and characteristics of their occurrence. "Procedural" models created in the works on artificial intelligence are aimed at studying cognitive processes and methods for

producing, storing and using the knowledge structures in the context of computer programs or programming techniques. These models are based on the linguistic models of speech activity, whose task is to highlight the role of linguistic units, categories, events, etc. in the process of generation and perception of speech. These models are stratified speech processes, they are divided into level, cyclical and integrative. Level model of these processes is isolated within certain subsystems, or levels, which are involved in each stage of human speech. Cyclical patterns distinguish certain cycles of this activity. Integrative models tend to be involved in the process speech combined with the release of successive phases or stages of speech generating process [Кубрякова 1991]. In the early stages of cognitive-discursive studies, many of these models have been used as a theoretical framework for the analysis of propositional cognitive structures and semantic coherence of discourse, as well as the phenomena of deixis and various forms of textual cohesion.

Specialists in the field of cognitive discourse analysis takes into account the fact that in the process of discursive activity a person acts both as the subject of perception and as the subject of discourse production. T. van Dijk, the author of one of the most influential cognitive concepts of discourse, states that in a dialogical discourse participants act both as a listener and as a speaker, and this fact implies the simultaneous occurrence in their minds of the processes of perception and speech production. T. van Dijk emphasizes that the cognitive modeling of the dialogical discourse must consider not only the structural characteristics of the dialogical cues, but also their interactional (speech activity) properties. Therefore, empirically adequate cognitive model of a dialogue should reflect not only the mechanisms of processing of linguistic information (a language processor), but also interactional processes including nonlinguistic information (an interaction processor), social (social knowledge) and encyclopedic knowledge (knowledge of the world in general). [Dijk 1984]. Realizing the complexity of the task and the impossibility of its complete solution, T. van Dijk offers a cognitive

model of dialogue as a basis for further development and refinement. In this model, there are three components - semantic, pragmatic and interactional. T. van Dijk distinguishes between the processes of generation of discourse and perception of discourse.

The study of knowledge structures, methods of their processing, storage and activation in the process of discursive activity implies the analysis of various types of information. Boldyrev underlines that the great challenge is still the definition of the line beyond which the language skills (knowledge of a language) end and the general, encyclopedic knowledge begins and how to determine what knowledge of the world are essential for understanding texts and what are not essential [Болдырев 2000:26].

Communicatively relevant knowledge is produced for a variety of reasons: depending on the content, the nature, and storage. So, first of all, knowledge is divided into linguistic and extra linguistic. The former include: a) knowledge of the language - grammar, phonetics, lexical semantics and compositionality; b) knowledge of the use of language; c) knowledge of the principles of verbal communication. Extra linguistic knowledge consists of: a) the context and situation; b) general basic knowledge (i. e, knowledge of the world), knowledge of the events, conditions, actions, processes, etc. [Герасимов, Петров 1988]. This general principle of the division of knowledge into the linguistic and encyclopedic types has been widely used in modern linguistics.

Within the framework of a cognitive approach to discourse the knowledge types are considered in terms of their necessity for the implementation of the discursive interaction and providing mutual communication of participants in the communication process. The discourse analysis involves a variety of types of information that are viewed as transferred statements in the communication process both consciously and unconsciously, explicitly and implicitly.

Discursive activity is a constant processing of information from the discourse itself, internal communicants (participants) and external communicative

situation. In this regard, the theoretical studies of discourse draws a distinction between explicit (conventional) information and implicit (implied) information [Лузина 2000; Макаров 1998; Молчанова 1986], i. e, it is a question of the relationship between semantic-pragmatic discursive contents of what is said and what is meant.

The issues of cognitive discourse analysis (development of categorical apparatus description, analysis of various types of communicatively relevant information, the study of cognitive mechanisms of its processing, building a unified cognitive model of discursive activity, creation of general cognitive theory of discourse) exceed the limits of one area of study and suggest a plurality of linguistic and nonlinguistic factors affecting its production and perception. This kind of approach lies in the foundation of a new cognitive-discursive paradigm of linguistic knowledge [Кубрякова 2000], which is based on the integration of the two major knowledge paradigms - the cognitive and communicative, and their rational synthesis.

Exploring discourse in general and its institutional types in particular from a cognitive perspective is extremely promising and interesting precisely because of its interdisciplinary character. Cognitive linguistic study of discourse helps to define more clearly the key to the notions of cognition, communication and speech activity, as well as a deeper explanation of the cognitive processes of conceptualization and categorization.

Summary

Language is an effective instrument for organizing, processing, and conveying information. It reflects patterns of thought. Language is a window into nature, structure, and organization of thoughts and ideas. Language reflects properties and design features of human mind.

Cognitive linguistics is a study of interaction of language and thoughts. Cognitive linguistics treats the language as a way of organizing knowledge structures reflecting needs, interests, and experiences of individuals and cultures. Central issues of cognitive linguistics are the cognitive processes of categorization and conceptualization. Objective of cognitive linguistics is the study of the language processes, the language units, categories and their correlation with memory, imagination, perception, and thinking.

Text is a meaningful stretch of language, either in speech or in writing that is semantically and pragmatically coherent in its real-world context. A text can range from just one word to a sequence of utterances or sentences in a speech, a letter, a novel, etc.

Discourse is broader. It is the use of spoken or written language in a social context. Discourse is the way in which language is used socially to convey broad meanings. Discourse is connected with speech. In other words, discourse is a text plus a speech situation. Text is a text minus speech situations. Text is restricted, closed. Discourse is open; it tends to develop in the process of speech communication. Discourse is something global, it is related to live forms of a language use in different spheres of communication. It is institutional or diversified. We can speak of business discourse, media discourse, political discourse, discourse of medicine, etc.

Discourse deals with the transfer of the knowledge, operations connected with it, and creation of new knowledge. Cognitive analysis of discourse based on human activities includes the study of types and methods of organization of linguistic and nonlinguistic knowledge for successful communication.

Modeling of cognitive process is used as an analysis tool in various fields of cognitive science: psycholinguistics, cognitive linguistics, and artificial intelligence. Model of speech activity is divided into psycholinguistic, linguistic, and procedural ones. Psycholinguistic model reflects the structure of special activity. Procedural models are aimed at the study of cognitive processes: methods

of producing, storing and using knowledge in context. In the human mind, the discursive activities are processed both as the subject of perception and the subject of production, i.e. participants act both as a listener and as a speaker. It should be noted that cognitive approach to discourse analysis takes into account different interactional properties such as language production, interaction skills, social knowledge, general world knowledge, and knowledge of social policies.

Knowledge is divided into linguistic (grammar, vocabulary, phonetics, and verbal communication etc.) and extra linguistic (depends on context and situation, knowledge of the world, activities, processes, etc.) types.

Studies of discourse from a cognitive perspective are extremely promising and interesting precisely because of their interdisciplinary nature. The results of these studies provide a better explanation of cognitive and communicative-pragmatic factors influencing the process of discourse formation and the use of linguistic mechanisms of its structural organization.

CHAPTER 2. THEORETICAL FOUNDATIONS OF THE LINGUISTIC STUDY OF BUSINESS DISCOURSE

2.1. The Issues of Business Discourse in Contemporary Linguistics

The scope of business as a specific manifestation of human existence is one of the most significant areas of public life. Communication in business strengthens inter-ethnic communication and as a result, becomes the most important factor in social and cultural modernity. New economic and social conditions have highlighted the need to improve the level of communicative competence. Effective communication is essential for success in today's business world, as the solution to many problems in business is based on the direct interaction of people within different situations. In addition, it is well known that business communication is the best way to discuss and resolve issues. Professional communication has become the object of attention of scientists only in recent decades. In linguistics the problems of business language and business correspondence have been a focus of research interest with the 70-ies of XX century. Currently business discourse issues in modern studies are not clearly defined, they range from a broad understanding of the phenomenon as any non-domestic and non-artistic communication to considering it as a specific genre of official business correspondence. Applied character of development in this area is manifested in the fact that the basic concepts of "business communication", "business discourse", and "official business text" are considered from different points of view (V. Bhatia, K. Nickerson, R.W Shuy, I.R Galperin, V.Y. Doroshenko, I.M Podgayskiy, and T.N.Astafurova). Nowadays, in linguistics there is no consensus about the concept of "business discourse." So, in many foreign sources, the authors have identified a number of terms that describe the types of interactions and the use of language in business relationships, such as "Workplace discourse", "Institutional discourse", as well as "Professional discourse" and "Business discourse".

Recently there has been a rethinking of these definitions, and some researchers have attempted to distinguish between these concepts (P. Drew and George. Heritedzh, F. Bardzhiela-Chiappini, A. Koester). For example, «workplace discourse» and «institutional discourse» understood as a broader concepts often used in the literature interchangeably. P. Drew and G. Heritedzh considered "institutional dialogue» («institutional talk») as communication, which refers to the execution of instructions ('task-related'), where "at least one of the participants of the dialogue is a member of an official organization" that is also true for “workplace discourse” [Drew 1992; Koester 2010].

"Business discourse" and "professional discourse" refers to a more specific terms. If “workplace discourse” regarding interactions occurring in all kinds of professional fields, only some of them can be incorporated into business discourse. From this perspective, the business discourse is a special subspecies of workplace discourse, related to the commercial sphere, and is defined as a special "social action in the business contact". "Business discourse - that's how people communicate using oral or written speech in commercial organizations, "- writes F. Bardzhiela-Chiappini [Bargiela-Chiappini, Nickerson, Planken 2007; Koester 2010]. Definition of business discourse requires, above all, clarifying the term “business” in the broad and narrow meanings. Narrow understanding of business discourse includes communication between companies and draws attention to the way in which suppliers and customers engage in joint business, for example, by means of business correspondence (eg., U.Konnor) or through business negotiations (eg., M. Charles and Charles D.). Broad understanding involves communication within the organization as part of the business discourse, since, according to foreign scholars, the interaction between colleagues in the organizations of the private sector has a lot to do with the interaction between the office workers in the public sector [Koester 2010:6].

According to Sarandzhi S. and K. Roberts, the main difference between "professional" and "institutional" discourse lies precisely in the everyday use of the

context [Gunnarsson 2009:15-19]. Professional (specialist), as a member of certain professional groups is someone who has certain knowledge and skills. Whereas, organization or institution is more associated with the system: the rules and the exercise of authority than a group of people. Thus, the professional discourse created by professionals with specific duties and obligations, while institutional discourse includes various genres, authorized certain organization. This could include, for example, certain types of appointments and meetings or writing reports on a particular sample. However, the researchers assume that these two types of discourse may overlap and occur within the context of [Gunnarsson 2009]. Professional discourse expresses "legal ownership" of a person to the profession, based on certain skills and knowledge [Koester 2010:36]. Therefore, the professional discourse is also directly related to the acquisition of data expertise, and to become a professional a person must learn certain types of knowledge and skills. Interest in the study of business discourse emerged in the mainstream of Applied Linguistics, Language for Special Purposes (LSP) and English for Specific Purposes (ESP).

In American linguistics, the issues of business communication are studied in the works of researchers such as P. Rogers and J. Thomas. These scholars have paid much attention to the study of business language, and also have made a significant contribution to the practice of innovative teaching business communication. As noted by F. Bardzhiela-Chiappini, business communication is a firmly established component in American educational programs that encompasses both a theory, on the one hand, and practices on the other [Bargiela-Chiappini, Nickerson, Planken 2007:65]. Although American linguistic tradition is not inclined to a detailed analysis of texts, that is the hallmark of many European researchers, a great influence on it had such a macro-theory as "the theory of abundance media" (media richness theory), and advanced R.L. Daftom R. Lendzhel [Daft, Lengel 1984:199], as well as the concept of organizational genres

proposed by G. Yattsem and V. Orlikovski in the new tradition of rhetorical science [Yates, Orlikowski13-17].

It should be noted that the establishment of the International Association for Business Communication (ABC -Association for Business Communication), as well as quarterly publications such as "The Journal of Business Communication" (JBC) and "Business Communication Quarterly" (BCQ) had a tremendous impact on all researchers in the world who are interested in studying business discourse and business communication. In modern foreign studies business discourse is often viewed in terms of intercultural communication, in particular, cross-cultural negotiations, business meetings and corporate communications (e.g. emails, annual reports, letters to shareholders and others.). Recently published works are devoted mainly to the study of business discourse on the basis of various European languages, such as French (P. van der Uyst, P. Christian), Dutch (P.vann der Uyst), German (S. Zilles) Spanish (A. Villimoes, E. Thabo, R.Kandia, J. Charteris-Black, and T. Ennis, RN Konavey and WJ Vordroup), Danish (A. Grindshted), Norwegian (I. Newman) and Portuguese (M.K. Sylvester, M. Perera das Gratsas Diaz).

Most scientists tend to have a broad understanding of the notion of business discourse. The researchers are unanimous that the business discourse is a kind of institutional discourse (N. A Baranov, V. Grigoriev, V. I Karasik, V.A Ponomarenko, T.A Shiryaev). Belonging to the corporation as a union of people employed in one business and working environment makes a person carry not only personal qualities, but also be a representative of a particular institution. It is known that in the communication process the selection of linguistic resources under the influence of communicative conditions is of great importance. In this sense, the language of business is close to an ideal example of a "non-creative" use of language units. Thus, according to P. Voloshin, communication using ready-made "blocks", clichéd formations, is the dominant feature of business communication. This clichéidness is the evident not only at the level of phrases

and sentences, but also at the level of whole texts, whether it is business correspondence, bank documents or presentation materials. Even informal dialogue speech communication between the participants, as a rule, does not go beyond the standard, formal, globally clichéd units large and small syntax [Волошин 2001:84-85]. Thus, according to the Russian language school business discourse, as a kind of institutional discourse, is a "specialized clichéd kind of communication between people who may not know each other, but must communicate in accordance with the rules of the society" [Капсик 2000:28]. In this regard, there are several common features to characterize the institutional business discourse:

1. Specific goal of communication, comprising mutually beneficial professional activities, to establish conditions for cooperation in achieving the business arrangement between two or more interested parties or unilaterally determining the positions on any question;

2. Specific participants are presented in the face of all the managers of units engaged in production, trade, provision of services; business people with their own businesses; academics engaged in scientific development, training, providing consulting and expert services; a variety of clients; people interested in business;

3. Specific social chronology of business discourse includes social space and social time, which is a vital component of social relations with the communicants;

- 4) Specific values in business discourse are obtaining profits, good governance, creation of partnerships, monitoring of the competitive environment, the selection and training, etc.;

- 5) Specific strategies of business discourse are presented in different forms depending on the purpose of professional communication, such as presentations, negotiations, special media articles, interviews, interview training, etc.;

- 6) Specific world picture as one of the most important functions of institutional communication and stability conditions of the business community;

7) Specific characteristics of business discourse are determined by indices of social status, representing the recipient of the text as a member of the institutional community, as well as evidence of his belonging specifically to the professional community [Ширяева 2008]. In their studies, the researchers also sought to determine the most common functional areas in which is found the business discourse, namely:

- 1) negotiations in the field of business;
- 2) telephone conversations between representatives of various companies;
- 3) business correspondence, which includes different types of documents, including letters, telegrams, faxes, reports, memoranda, receipts, bills, etc.;
- 4) activities in the field of sales (sales, supply);
- 5) market and stock exchange activity;
- 6) direct contracting, including documents about the conditions of delivery, payment, insurance, loading;
- 7) The procedure for the adoption and termination of employment;
- 8) advertising business;
- 9) legal aspects and forms of business activity et al. [Ширяева 2008:10]

The review of recent works has shown that this problem attracts the attention of scientists from many different perspectives: linguistic features (T.N Astafurova, V.Y Doroshenko, M.G. Malovichko), genre varieties (A.N Kudlaeva, MengShu, O. Mills, M. A. Shirinkina), pragmatic manifestations (N. V. Komlev, M.V. Koltunova). Business discourse is also studied in terms of its imagery, emotionality, expressiveness, and euphemisation (N.M. Potapov, I. M Nekipelova, V. A Ponomarenko, O.Yu.Scherbakova, and D. S Khrumchenkov), described as a means of creating argumentation (N.A.Balandina, AA Beltiukov). Of particular interest are the cognitive characteristics of business discourse (O. A Beznaeva, Z. I Guriev, Shevchenko V. D) and cognitive modeling (T.A.Shiryaeva), specific features of terminological system in business communication (A. A Papazyan

,T.V.Yudina), strategy of understanding and interpreting the texts of professional communication (E.N.Malyuga).

However, despite the enormous research interest in the peculiarities of business communication, business discourse up to this day remains a little known phenomenon of linguistics: there is still no single interpretation of this phenomenon, the structure and components of business discourse, its functional characteristics and other features still demand conducting further research.

2.2. Business Linguistics and Business Discourse: Areas of Study and Typological Characteristics

Business is no less important sphere of human activity – it concerns almost everyone. And the sublanguages of business and business communication have their specific properties that require linguistic examination. Many researchers have noticed that business text possesses specific characteristics distinguishing it from other kinds of text (scientific, publicist, fictional, etc.). Business discourse reveals its own communicative, pragmatic, lexical, syntactic, textual, composite, visual-graphic, normative, genre-stylistic and other features. These reasons seem sufficient to introduce “Business Linguistics” as a separate discipline within the framework of Applied Linguistics, and to initiate the development of its methodology and scientific apparatus [Danyushina 2010: 241]. Business Linguistics is a field that explores the specific functioning of language in a business context, investigates the use of language resources in business activities, and studies verbal and para-verbal aspects of business communication [Danyushina 2010: 241-242].

The spectrum of interests of Business Linguistics is based on a multidisciplinary approach and includes the following key areas:

- Business discourse, organizational, corporate and managerial communication;

- Oral, written and technically mediated communication in business, its typology and genre classification;
- Professional sublanguages of business sectors(e.g. those of banking, trading, accounting, manufacturing, administration, etc.);
- Language of advertising and marketing, public relations (PR), the special language techniques for sales and marketing (including methods of psycho-verbal manipulation and neuro-linguistic programming);
- Lingua-pragmatics in a business context and Business Rhetoric (including specifics of a leader's speech, argumentative and persuasive communicative strategies for carrying out presentations, conducting meetings and negotiations, as well as the application of language resources in motivating, problem solving, brainstorming, teambuilding, selecting personnel and its appraisal, (in)formality and(in)directness of business speech, formulating and conveying the meaning, building trust and rapport, and getting the feedback;
- Documentation (Document) linguistics: business correspondence and drafting contracts;
- Instructional (teaching) and academic language of business, economics and management, used in text books and research, academic publications, lectures, case studies and training, consulting and coaching on business topics;
- Business lexicography (systematizing business terminology and composing thesauri of business vocabulary);
- Language of the business media;
- Intercultural business communication (including teaching / learning foreign languages for business purposes, as well as language in the workplace in multinationals, and language assessment) [Danyushina 2010: 241-242].

The origins of Business Linguistics as a new interdisciplinary field can be traced in the synergy of Sociolinguistics and Psycholinguistics, Text linguistics and Functional styles, Pragmatics, Discourse studies, Cognitive and Communication Theory, Theory of organization (Organization Studies),

Organizational psychology and Organizational Communication, Management Studies, as well as in applied research of teaching and learning Language for Specific Purposes (LSP).

Business Linguistics intersects and interacts with many related above-mentioned areas – with Media linguistics (in researching the language of business media), Judicial Linguistics (in exploring the language of corporate, contract and property law), and Political Linguistics (in investigating the language of socioeconomic relations). Besides, with growing geo-economic globalization, with the constant rise in the volume of international business contacts, Business Linguistics should deal with theories and practical methods of teaching and learning “foreign languages for business purposes”, primarily Business English as the lingua franca of international business.

The subject of Business Linguistics is the study of language functioning in business and the linguistic component of business communication. The methodology of this new discipline should involve traditional research methods of discourse and of text as its result, discourse analysis, conversation analysis, empirical-descriptive and comparative techniques, cognitive, pragmatic and genre-style analysis, etc. The terminology and the scientific apparatus of Business Linguistics are still under construction, but they obviously could be built on the basis of those of the above-mentioned sister disciplines. All types of linguistic data can be used as material for research – real or experimental, authentic or simulated data, as well as their combinations [Danyushina 2010: 242].

The practical value of Business Linguistics relates to the mastery of language resources that can be achieved by professionals (and students) in business administration, management, economics, PR, advertising and marketing, since language is produced by thought and produces it, thus, creating and modifying reality. Business Linguistics can benefit the communication competence of specialists and entrepreneurs, and contribute to their understanding the nature of communication processes in their professional activities and consequently

increasing the communication efficiency of businesses. On the other hand, we all are consumers of goods and services (produced and provided by business), many people are also either stakeholders or investors; therefore, knowing the specifics of language and communication in business will help everyone to understand the deeper inner meaning implied in socio-economic, corporate and advertising discourse, to identify the manipulative mechanisms and techniques influencing public opinion (including those used by unfair businessmen) [Danyushina 2010: 242].

Experts in Business Linguistics can help businessmen to use hidden argumentative and persuasive linguistic potentials, create a positive corporate image and improve the positioning of their company, to build and maintain a rapport with both existing and potential customers and shareholders. A bright example of the effective use of linguistic tools in business practice can be seen in the increasingly active work of corporate web-sites and the blogs of many global companies. According to many business gurus, R. Scoble and his colleagues from Microsoft have radically changed the company's image by means of a corporate blog, i.e. by means of linguistic tools and correctly organized business discourse on the web. Later, Scoble and Izrael [Scoble, Izrael 2006: 3] described this work in their bestseller *Naked Conversations*, arguing that “blogs are changing the way businesses talk with customers”. Another illustration of the perfect practical application of the Business Linguistics laws is the Coca-Cola blog, which arranges a weekly competition for the best caption to the photo depicting a life scene – with the obligatory positive emotional connotation and indispensable presence of their product. Obviously, psycho-cognitive laws of linguistics are activated when people are asked to verbalize their arising associations, and – through it – are led to create (in their consciousness and sub-consciousness) a steady positive verbal-cognitive association of the product with pleasure, happiness, fun, rest, etc [Danyushina 2010: 242-243].

The emergence of Business Linguistics has been predetermined by the socio-historical preconditions and by new demands of business. In the 21st century society has reached a new stage in its history – a “society of consumption” in the era of information. Market relations and business ideology (business mentality) have spread. Throughout the world, business has become one of the most powerful engines of social development, taking up an increasing role in people’s lives and creating new areas of social thought. Business has required some applied discipline to serve its verbal and communication needs. Meanwhile, in the West, in the 1980s (mainly, within the framework of management and organization theories – Management Studies, Organization Studies, Organizational Communication) there appeared an applied field focusing on the study of business communication and the business sublanguage (researching “bargaining communication” by Angelmar and Stern (1978), “language at work” and “language of business” by Johns (1980, 1986), “communicating at work” by Adler (1983), “negotiation interaction” by Donohue and Diez (1985), “language of business negotiations” by Lampi (1986), etc.).

Business itself requires researchers (including linguists and communication theorists) to suggest methods of improving its efficiency through optimizing communication. The vital role of communication (communicating information) in business and management is widely recognized. When working, people will inevitably establish communication relations with each other – vertical (the hierarchy of management in the company) and horizontal (in teamwork, communication with colleagues). Business is interested in enhancing the effectiveness of communication, including the following formats: the dialogue of superiors and subordinates, the potential and received meaning, feedback, organizational climate and corporate culture, prevention and resolution of conflicts, consensus and disagreement, influence and persuasion, public speech of the leader, team communications, communication barriers, the interviewing, selecting and appraisal of the personnel, reporting, the workplace language, communication

assessment and others. Communication competence has become an integral feature and a prerequisite of a successful businessman and leader. Being a strategic manager implies being a “communication manager” [Klikauer 2008].

The role of the communication characteristics of the leader in the company’s overall success has been determined, and a model for effective communicative behavior of the leader has been designed [Campbell 2006] based on the classical theory of speech acts. According to this model, an effective manager should use direct or indirect language, depending on how threatening their message is for the internal “I” of the subordinate, and should use specific linguistic means to involve subordinates in the process of “active listening”.

Many prominent scholars and researchers have explored the field of Business Linguistics (although, not using the term yet). Significant achievements in the field of business language and business communication have been made by (in the alphabetical order) F.Bargiela-Chiappini, L.Beamer, V.Bhatia, Ch.Candlin, A.Johns, C.Nickerson, A.Pennycook, G.Poncini, L.Putnam, C.Roberts, P.Rogers, H.Spencer-Oatey, J.Swales, By the end of the 1990s the subject of the study – “how business uses language to achieve its goals” – and the basis for its methodology were determined by Ehlich and Wagner (1995), Firth (1995), Bargiela-Chiappini and Harris (1997), Bargiela-Chiappini and Nickerson (1999).

The link between business context and the language was traced and a gap “between contextual business approach and linguistic textual approach” field [Charles 1996:20]. Investigation of the language functioning in business should be based on a discursive approach, which implies a deep speech penetration in life. Business discourse is supposed to be the object and the center of study for Business Linguistics. Discourse in general is a multi-dimensional and polysemantic.

One of the first mentions of business discourse can be found in Johns (1980) (she also was one of the first to introduce the term “the language of business” into academic writing: Johns, 1986). What exactly is business discourse? Bargiela-

Chiappini defines it as “all about how people communicate using talk or writing in commercial organizations to get their work done”, as “social action in business contexts” [Bargiela-Chiappini 2007:3]. Following the concepts of discourse by van Dijk (2007), Fairclough (2001), and Wodak and Chilton (2005), we can define business discourse as the verbalization of business mentality, realized in the form of an open multitude of thematically correlated texts on a wide range of business issues, considered in combination with their extra-linguistic contexts. The concept of business discourse is wide and encompasses some “thematic subspecies”, for example “economic discourse”, “corporate discourse “, “discourse of negotiations”, etc. The following functional sub-classification of business discourse types are offered (it is important to note that the sub-types are often transitional and mutually overlapping with other discursive fields):

- Training and academic business discourse (in textbooks, manuals, research of various aspects of business, economics, management and entrepreneurship, as well as in lectures, case studies, training, business consulting and coaching) – it performs an educational function;
- Ritual-public business discourse (e.g., meetings, reports and speeches of corporate executives to the shareholders and staff, presentations, discourses of PR and advertising, etc.) – it performs an argumentative-influencing function;
- Document business discourse (internal and external business correspondence, corporate documents, regulations and charters of companies and organizations, articles of incorporation, etc. – mainly, written discourse) – it performs a regulative function;
- The discourse of business media – it performs an informative-polemic function;
- The discourse of professional business communication (in negotiations, communication with clients, colleagues, including production/manufacturing and technical discourses, as well as business slang and argot, for example, a specific

sublanguage of exchange traders – mainly, oral discourse) – it performs an instrumental-persuasive function [Danyushina 2010: 244].

It is also important to note that the traditional 20th-century division into oral and written discourses is becoming obsolete. Indeed, one of the most obvious criteria for discourse classifications is the communicative channel used. According to the type of channel there were traditionally distinguished (and often opposed) oral and written discourses. The difference in the channel of transmitting information causes different characteristics of the two types of discourse [Chafe 1994]: in oral discourse generation and understanding of the message occur almost synchronically, while in written discourse these processes occur consecutively. Therefore, oral discourse is generated by fragments (“quanta”, intonation units). In written discourse predications are integrated into complex sentences, and complex syntactic constructions. Furthermore, in oral discourse (as opposed to writing), there is a temporal and spatial contact between the interlocutors, which gives them a deep involvement in the situation, while written discourse implies a removal (keeping away) of the speaker and the addressee from the information described in the discourse, and that is reflected in the different use of lexical and grammatical resources [Danyushina 2010: 244].

With the development of information and communication technologies such a binary opposition of oral and written forms of discourse does not seem so obvious any longer. A question arises – whether communicating via instant messengers, e-mailing, chats and forums should be considered as a technically-mediated form of oral discourse (lacking such important nonverbal and para-verbal characteristics of a conversation as facial expressions, voice tone and volume, gestures, etc.). And what if such communication on the internet is accompanied by an exchange of images of the interlocutors instantly made by web- or photo-camera and immediately sent by the computer, smartphone or any other type of communicators? Which type should it be ascribed to? What about an exchange of short textual messages (SMS) or e-mail messages with emoticons, which actually

are pictograms, meaning emotions and facial expressions? Clearly it is time to accept the emergence of a new type of discourse – web-discourse (or internet discourse) that combines elements of both spoken and written discourses. Communication on the net requires a time contact (synchronization of information generating and perception) and provides a deep involvement in the situation with instant responding, typical of oral talk, although the “talk” is made in written (or quasi-written) form. Thus, a web business discourse is the reality of the 21st century, and we can anticipate it to be growing and ripe for research.

2.3 Distinctive Features of English Business Discourse

The English business discourse is traditionally considered one of the most regulated discursive types. The standardization and conventionality of business communication provide controllability of business communication. M.V. Koltunova defines conventionality as a system of the pragmatic conventions regulating interaction of communicants at various speech levels. Pragmatic conventions are understood as "the norms organizing communication norms and rules, reflected in routine models of genre scenarios, in status role models of speech interaction. The ability to perform social interaction by means of language is caused by the possession of these norms and rules" [Колтунова 2006:44].

The problem of conventionality of communication draws attention of experts from the most different knowledge domains: philosophers (A.L. Blinov, M. Dammit, D. Davidson, V.A. Ladov, M. V. Lebedev) philologists and linguists (J. Austen, J. Searle, P. Strawson, M. V. Koltunova, D. Lewis, S. S. Ryabkov).

In general the term "convention" is used to designate the standard rules, norms, customs, external adjustability of behavior by means of disapproval of deviant behavior. Development of the issues of conventional entity of language have started from Aristotle who believed that as names do not arise from the nature of things, language is a result of a certain compromise or a mutual agreement.

Later this idea was developed by F. de Saussure who considered language as a system of signs "imposed" on language group by the people who make use of them. Conventions act as a framework of language system, penetrating all its levels and being realized in all aspects of speech activity [Соссюр де 1977].

In pragmatics, conventions are understood as the rules of use of language and speech units. Language is treated as "any interpersonal set of signs, which are given by the use of syntactic, semantic and pragmatic rules" [Morris 1938: 35].

The influential contribution to the development of ideas about conventionality of language and speech was made by the representatives of the speech act theory created in the late forties of 20th century (J. L. Austin). One of main goals of this theory consists in showing the possibility to manipulate things by means of words ("How to do things with words") [Остин 1986].

The concept "convention" is often treated rather widely, without differentiation of conventions in language and pragmatics.

J. R. Searle makes the distinction between two groups of rules: regulating behavior forms (business etiquette operating interpersonal interaction of the communicants in the course of business communication) and creating (defining) new forms of behavior dependent from these rules [Серль 1986:153-154].

As S. S. Ryabkov notes, the concept "conventionality" in relation to speech acts can be treated as "a permanent property of a certain speech act, proceeding from a conventional basis of language", or narrowly as "rigidly fixed communicative cover of the speech act which allows the speech act to be decoded in a discourse" [Рыбаков 2008:11].

Speaking about speech act theory in the context of cross-cultural business communication, E.N. Malyuga specifies that possibility of success of the speech act is rather high on condition of equivalent competence of all interlocutors in terms of language and cultures. [Малюга 2008:30-31]. Efficiency of business communication directly depends on the sociocultural competence of communicants assuming knowledge and ability to appreciate and take into account the cultural

values of partners, their features and influence on business relations [Паноморенко 2007].

In the work dedicated to conventionality of Russian-speaking business communication M. V. Koltunova underlines the importance of sociocultural conventions for the correct interpretation of illocutionary force of these or those expressions within particular ethnic culture [КОЛТУНОВА 2006].

Realization of any speech action in business communication is determined by a set of constitutional rules and sociocultural conventional rules. "Sociocultural pragmatic conventions regulate verbal and nonverbal communication. Systematic character of these norms is the prerequisite for conventionalization as a result of complex regulation of communicative behavior" [КОЛТУНОВА 2006:44].

To avoid the conflict situations connected with misunderstanding or strain of relations between the parties, communicants should follow the rules and the existing traditions determined by the type of business communication and its parameters (the purposes, tasks, contact form, degree of officiality and feature of national mentality of interlocutors). High degree of conventionalization of an English business discourse and its regularity are shown in fixing of standard models of verbal behavior which in some genres is exposed to a ritualization. The speaking/writing subject of business communication is very often limited with the choice of verbal means. This that increases the relevance of issues of pragmatic impact on a partner, including the improvement of rhetoric communication.

S. A. Risinzon defines the speech etiquette as "the conventional speech actions performed by a speaker in accordance with the status, role and interpersonal relations of communicants, as well as the communicative purpose and other pragmatic factors" [РИСИНЗОН 2010:11]. The speech etiquette is manifested in the existence of a set of stable and ritualized speech means and formulas, each of which are assigned to typical communicative situations.

The regularity of an English business discourse assumes not only following the speech etiquette rules helping communicants to come into contact, to support

communication in a particular manner according to their social roles, but also observance of the business etiquette representing the set of rules violation of which can stir the normal effective interaction between participants of business communication [Косарева 2005]. Observance of business etiquette in the course of business communication shows the importance of the addressee, creates the atmosphere comfortable for promoting the efficiency of interaction.

It is well known that the representatives of Western (English-speaking) culture tend to display a strict sequence in planning and carrying out their business affairs [Веденина 2007]. In this case the significant role belongs to the observance of the rules of business speech etiquette which promoting the maintenance of an order, coherence of actions and behavior of businessmen, as well as the avoidance of potentially possible communicative intensity. For example:

Dearest Julia, My assistant, Andrea, tells me that you're the sweetheart to whom I should address my most heartfelt appreciation. She has informed me that you are the single person capable of locating a couple of copies of this darling book for me tomorrow. I want you to know how much I appreciate your hard work and cleverness. Please know how happy you'll make my sweet daughters. And do not even hesitate to let me know if you need anything at all, for a fabulous girl like yourself. XOXO, Miranda Priestly. (L. Weisberger. The Devil Wears Prada).

The observance of norms and rules of business etiquette helps to overcome some negative undercurrents arising in business communication. The use of language means of business etiquette in the English business conversations allows the communicants to soften the pragmatic impact on the addressee, to keep in touch, to facilitate the speech perception and in some situations to raise a role of the addressee which is expressed by paying the attention to the interlocutor, showing interest in his opinion, and in particular cases – by the expression of gratitude or apology [Рисинзон 2010]. The use of standard expressions increases automatism of speech activity, facilitates the productions and understanding of the speech" [Савицкий 2006:16].

The regularity in speech is expressed through the use of various formal expressions, clichéd phrases fixed in business ethics of formulas thanks to the stereotype of communicative situations and their recurrence. For example:

“We are delighted to know that you will be in Greece in October. This is to confirm our telephone conversation. We shall meet at Athens airport at 15.30”.

“Well, that’s all I have today for the moment, thank you for listening, now if there are any questions, I’ll be happy to answer them ...” (G. Lees, T. Thorne. English on Business. Practical English for International Executives)

“... First, though, I believe Aunt Kathleen would like to say a few words as well. Thanks for listening”. (I. Banks. The Steep Approach to Garbadale).

These kinds of clichés facilitate the understanding of the relations in business communication and give it necessary clarity, including the situations of cross-cultural business communication.

One of the most regulated spheres of an English business discourse is the written form which for many decades of its formation and development has gained a codified character. The written business discourse is characterized by a high degree of standardization that is shown in fixed use of language means in standard situations and in traditional design and arrangement of materials. Due to that there is a number of the special style guides containing the samples of business letters and other documents for many communicative situations. The high level of clichéidness is peculiar to the samples of an English written business discourse.

Dear Mrs. Smith We are pleased to confirm your reservation Thank you very much for sending us details regarding your proposed stay. We are pleased to confirm the following reservation: Guest: Mrs. Jane Smith Arrival date: 14 August 2009 Departure date: 16 August 2009 Number of rooms: 1 Room category: double room, non-smoking, first floor Room rate: summer special as agreed, inc. VAT Reservation number: 007 Your credit card guarantees the room for you. The room will be ready at 3.00 pm on the day of your arrival and remains at your disposal until 12.00 noon on the day of your departure. It is our policy to charge of 90% of

cancellation fee for no-show guests, but there is no charge where we receive your cancellation in writing within 24 hours before the date of your arrival. We look forward to welcoming you to our hotel and hope you will have a very pleasant stay. Yours sincerely,

Denis Paphides General Manager Hotel Beau Rivage.

(F. Talbot. How to Write Effective Business English).

In the letter mentioned above the author follows all the main rules of design that are typical of this kind of correspondence. The text begins with the addressing the recipient, after that there are given the reasons which has made the author to write a letter. Segmentation of substantial information facilitate the reception of the reader and focuses the attention on the main key points. Due to that the text is divided into paragraphs, each of which expresses one finished thought. The letter ends with the traditional etiquette phrases expressing respect for the addressee and aspiration to further constructive cooperation.

The lack of direct contact of the author with the addressee increases the role of the textual design, block style layout in a particular sequence. Among other factors influencing the efficiency of written business communication, there are pointed out brevity of expression of thought without too long sentences and paragraphs, the use of official style rules which is determined by the selection of proper lexical units (words, terms, expressions) and syntactic constructions [Hазарова 2008:42].

Among the huge number of clichéd phrases and expressions that are characteristic of business correspondence the experts in the field of business English points out some groups: used at the beginning of the letter (*Dear Sir/Sirs, Mr/Mrs ..., We thank you for your letter of ..., in reply to your letter of ..., etc.*), in the middle of the letter for the relief of understanding of the main contents (*I thought you might be interested to hear that ..., I was wondering if you could help us ..., I am writing to inform/inquire ..., we are pleased/we regret to inform/confirm ..., we express confidence that ..., we would welcome the*

opportunity ..., further to the above ..., in connection with ..., etc.), at the end of the letter (Please, give my regards to ..., remember me to ..., thank you for your time, we look forward to hearing from you, yours faithfully/sincerely, best wishes, etc.).

Despite the existence of a particular compositional structure of business corresponding the conditions and the purpose of communication, compositional and stylistic implementation of factual information may vary depending on pragmatic conditions and degree of formality [Безнаева 2009]. For example, the we can observe the deviation from the observance of traditional three-parted structure of the business letter (introduction, the main contents, the conclusion) which is determined by the needs for achieving pragmatic effect:

Office Manager Pixadiddle & McCormick, Inc. 34 Runter Road Luckier, New Mexico 34321 Dear Ms. Alexandria: Have you ever wondered why every time your copy machine goes on the blink your copier service company's phone is busy or the repairperson will not be able to get to your business for at least a week? If your company is like most, every lost day of your copying capabilities can spell headaches, delays, and increased expenses from having to send materials out to be copied.

Rest easy. Anderson Copy Repair guarantees you that when you use us as your copier service company, we'll be there when you need us with the solutions to your copier problems. Our trained staff of service repair people has years of experience, experience that gets your machine off the blink and back into A-1 condition. What's more, there's no risk that you will be without a machine for long. While our service people are servicing your machine, we'll provide you with a temporary machine until yours is up and going. Most repairs will take less than an hour. But just in case, there will be a top-of-the-line machine at your disposal. Anderson Copy Repair specializes in servicing small businesses like yours. I've enclosed a partial list of our current clients. Feel free to check our reputation with any of them. I think you'll find the response is unanimous praise. As a special offer

to new customers, we are offering a 6-month contract for copier repair service at our 3-month rates. But the offer's only good if you sign up by May 31. Simply fill out the enclosed postage-paid card, mail it back to us, and we'll get you started on worry-free copier service. Act now to get the special introductory offer.

Sincerely, Ralph L. Anderson

(J.L. Seglin. The AMA Handbook of Business Letters)

Writing of e-mails is regulated by the norms, rules and etiquette of an English business discourse. However, in terms of following the language rules communicants may use some deviant linguistic forms. For example, while exchanging messages by e-mail communicants may use reductions, abbreviations professional jargonisms, the questions assuming short terse answers. The main requirement to correspondence of this kind is the observance of the principles of accuracy, clarity, unambiguity and completeness of a statement, suspension and politeness in relation to a partner [Geffner 1998]. As for the degree of formality, the electronic business letters usually fall into two categories: semi-official (1), stylistically close to traditional business correspondence and characteristic for the interaction with unfamiliar people, and close to informal friendly style of communication (2), peculiar to the correspondence between colleagues within one organization.

(1) Subject: Meeting in Berlin Dear James You may remember we met at the Learntech fair in Kuala Lumpur last fall. You were interested in our company's automation equipment. I am visiting Berlin at the end of next month and would like to visit you, if you are around. I will be there from 27-31 March. Let me know if you have any time. Best wishes Alison Alison McDermott Product Manager Has Bro Equipment Inc Box 28 Chicago

(D. Cotton, D. Falvey, S. Kent. Market Leader)

(2) Subject: Meeting in Berlin Hi James I'm over in Berlin from 6-8 November. Could we meet up some time? It would be great to see you! Let me know when you're free.

Regards Jenny (D. Cotton, D. Falvey, S. Kent. Market Leader).

Any genre of an English business discourse (both written, and oral) possesses the individual genre conventions – the typical settled ideas of norms, rules and forms of interaction between communicants. The higher degree of formality of the business text presupposes the higher degree of its regulation and standardization. Such types of business documents as contracts, powers of attorney, and the invoices seldom deviate from traditional rules and models. Less official genres of a business discourse, for example, the articles and publications on business subject in the Business Media gives the author considerably a big freedom of choice of language expressions and constructions as the ways of achieving the communicative purpose and producing pragmatic impact on the recipient. However, conventions of business communication still dominate.

Thus, the written form of an English business discourse represents a strictly regulated type of communication. The key role in this type of communication belongs to the observance of the norms, rules, principles and standards which impose considerable restrictions on the use of verbal means. Oral business communication is also regulated by its own characteristics. So, it is possible to refer the rituality, clear definition of the sequence of the communicative actions corresponding to the format of particular type of business communication to the behavioral signs of an English business discourse.

Other peculiar feature of the business discourse is a strict observance of status and role relations. The speech behavior of communicants entirely depends not only on a communication situation, but also on the role which they assume depending on the circumstances. It allows to order and stabilize the working process, having provided its efficiency. Linguists divide business communication into horizontal, having partnership character (for example, communication with the colleagues, people standing on the same step in a scale of ranks), and vertical based on subordinated relations. According to some experts, efficiency of vertical communication is, as a rule, significantly lower than horizontal communication

[Введенская, Павлова 2004; Косарева 2005]. Nevertheless, analyzing an English business discourse, it is worth noting the partnership style of relationship in vertical business communication as the manifestation of respect for the interlocutor regardless of his/her position [Самохина 2005].

T.B. Nazarova points out such main oral registers of Business English as Business meetings, Presentations, Negotiating and Socializing (business conversations, talks); [Назарова 2008]. Interaction of communicants within each of register is determined by their individual set of rules, requirements and etiquette norms.

Some standard situations in the oral business communication presupposes the use of clichéd phrases and formulas of politeness. For example, business conversations are characterized by the use of expressions of *I'm delighted to meet you, would you like a drink (?)*, *I have enjoyed meeting you is characteristic, in telephone negotiations expressions of could you hold on (?)*, *can I leave a message (?)*, *I did not catch that, sorry to keep you*, etc.

Effective business cooperation and interaction may be achieved on the basis of cooperative principle proposed of G. P. Grice [Грайс1985]. According to P. Grice, the cooperative principle is a norm governing all cooperative interactions among humans. This principle is realized by maxims (quantity, quality, relation, manner): tact, relevance and completeness of information, generosity, sympathy, consent and modesty. The participants in a conversation always assume each other to behave according to the maxims (mutual respect, a clear and consecutive statement of truthful and exact data within the limits of topic of conversation, clear, available, and unambiguous form of narration). The extent of influence of this principle on the communication process may vary depending on the features of a concrete communicative situation.

The English business discourse belongs to the institutional type which is understood as "a specialized clichéd kind of communication between people who cannot know each other, but have to communicate according to norms of this

society" [Карасик 2004: 234]. Institutional character of the English business discourse is shown by the fact that "situational and role parameters are set initially and cannot be changed. The exception is made by the difficult discursive forms assuming full change of the register of communication, for example, transition from official communication to interpersonal, and then return to the settled norms of communication" [Литвинов 2010: 77].

Participants of business communication traditionally act as the representatives of particular legal entities and/or the carriers of clearly identified social and professional status, they take their own place in the hierarchy. The semi-official business communication which is usually carried out in not strictly official situation is characterized by a smaller regularity and rituality, the use of smaller quantity of professional lexicon and clichéd expressions, frequent application of the colloquial, stylistically marked words and expressions, humor, irony, owing to the personal relations between participants of communication.

Above-mentioned specific features of English-speaking business communication impose essential restrictions on the use of verbal funds allocated for modification of a communicative situation and producing pragmatic impact on a partner. Planning of functional prospect of an English business discourse (with consideration of the existing norms, traditions, rules and requirements) is in close connection with the strategy and tactics of communication.

Summary

Business discourse is that's how people communicate using oral or written speech in business sphere. Narrowly business discourse can be understood as communication between companies engaged in joint business. Broadly, on the other hand, business discourse involves communication within colleagues of private sector interacting with workers of public sector. Business discourse is often

viewed as intercultural communication, cross-cultural negotiations, business meetings (e-mails, reports, letters etc.).

Communication using ready-made “blocks”, clichéd formations is the dominant feature of business communication. Goal of communication, its participants, chronology, values, strategies are the common features of business discourse. Negotiations, telephone conversations between various companies, letters, faxes, bills, receipts, sales, marketing, stock exchange, insurance, payment, adoption, employment, advertisements, etc. are the functional areas in which business discourse is mostly found.

Business linguistics is a field that expresses the specific function of language in business context, investigates the use of language sources in business action and studies verbal and para-verbal aspects of business communication. Business linguistics interacts with Media Linguistics, Political Linguistics, and Judicial Linguistics. The emergence of Business linguistics has been predetermined by socio-historical preconditions and by new demands of business in the society of consumption of the 21st century. Business has required applied discipline to serve its verbal and communicative needs.

Business requires linguists and communication theorists to suggest methods of improving its efficiency through optimizing communication. The model for effective communicative behavior of leader has been designed. Business discourse is the object and the center of the study of Business Linguistics. Business discourse is a multi-dimensional and polysemantic.

Conventionality is a system of pragmatic conventions regulating interactions of communicants at various special levels. Preparation for a business communication, its realization, speech etiquette, and formulas of politeness are the most important distinctive features of Business discourse. Fast development of internet technologies in all spheres of public life has led to significant increase in role of digital document flow in business.

CHAPTER 3. COGNITIVE LINGUISTIC ASPECTS OF ENGLISH BUSINESS DISCOURSE

3.1. Business discourse from a cognitive perspective

The study of business discourse from a cognitive perspective has drawn the attention of a great number of researchers. By means of the analysis of written and oral forms of a business discourse, modern linguists seek to resolve the issues of interrelationship and interdependence of internal and external factors characterizing the human activity, life and thinking, social and individual aspects [Макаров,1997: 34-45]. Considering the conditions of success of speech acts, the T. van Dijk has highlighted the importance of national, social, cultural and educational distinctions between communicants [Ван Дейк, 1988: 153-212].

T.A. Shiryayeva underlines the need for conducting the careful and detailed analysis of cognitive discourse mechanisms of representatives of social spheres, in particular participants of business communities, and also points out the relevance of a new interpretation of language in the processes of categorization and conceptualization of the professional world, in particular the world of business [Ширяева 2008:50].

The interrelation between discourse and social structures is not simply correlation or causative interaction. In this case, there can be observed a very difficult socio-cognitive process including mental models and other cognitive representations arising in the minds of communicants [Van Dijk 2008:1-26]. Therefore, such cognitive components as a general knowledge, ideology, norms, values, unique mental models of different persons, are regarded as important components of the social theory of discourse. As R. Wodak notes, despite confidence of the person it is impossible "to glance" in consciousness of another (in "a black box"), practically each of us is convinced that there are certain mental processes which connect production and understanding of the text with an utterance, text and communication, as well as with social phenomena [Водак 2006:125]. In this regard the aspiration to integrate social and cognitive

approaches as one theoretical construction has predetermined the emergence of T. van Dijk's new concept – *socio-cognitive discourse analysis*.

According to some scholars (T.A. van Dijk, R. Wodak, D. Atkinson, N. Fairclough, P. M. Dainieko, E.V. Budayev, etc.), the insufficient attention to strengthening cognitive perspectives of discourse analysis significantly slows down the development of some linguistic fields (critical discourse analysis, sociolinguistics, applied linguistics, etc.). In general, the use of socio-cognitive approach in studying the business discourse is a step forward in the course of developing the communicative-pragmatic aspects of a language sign, deeper understanding of cultural specifics of the business communication.

According to T. Van Dijk [Van Dijk 1989], the cognitive model of a discourse has to reflect the fact that the coherent text is realized in a social context which includes:

- 1) common cultural knowledge;
- 2) socio-cultural situation:
 - participants of communication;
 - functions and social roles of participants in a situation;
 - social characteristics (sex, age);
 - individual characteristics (character, interests, purposes);
 - conventions (laws, rules, habits);
- 3) communicative situation:
 - overall objectives of communicative interaction;
 - global referential context (presence of people, objects).

To understand the socio-cognitive concept of discourse it is necessary to distinguish the concepts "context", "contextual model", "situation". According to T. Van Dijk, by context it is meant not such social variables as gender and age characteristics, but special mental models which are called contextual models. Contextual models are treated as "a missing link" between communicative situation, discourse and public processes from sociolinguistic and cognitive

perspectives. Contextual models include categories characteristic of this or that culture, and universal data (participants, existential model, the purposes, actions) without which the social interaction between participants of communication would be impossible [Будаев 2009:153-155]. Thus, the speech behavior of communicants depends on a concrete situation: possible actions and texts are limited to certain parameters of a situation [Ван Дейк, Кинч 1988:153-212]. In other words, the communicant can make successfully the speech act only when the sociocultural context meets requirements of this speech act.

Some scholars consider business discourse in the light of a certain context. So, the Russian linguist Yu.V.Danyushina defines communication as a complex process of exchange of information, emotions, and influences, and considers corporate communication as a communication in the business sphere, a communication in a corporate context, i.e. under the conditions of conducting business activity [Данюшина 2011: 486].

Nowadays, within the scope of cognitive paradigm the scholars tend to point out the theory of cognitive pragmatics [Клюев 2002:315; Иссепс 2003:284]. The main goal of this theory is to explain the conditions of an effective the speech act, based on studying the relationship between a situational context of speech communication and cognitive structures of communicants. In this case, the notion of situational model allows us to understand not only ideas of stereotypic sequences of events (as in scripts and frames), but also personal knowledge which people possess in relation to a certain situation. This knowledge should be understood as result of the previous experience which is saved up in collisions with such situations [Ван Дейк 1988:153-212.].

As it follows from the above considerations, activation of the speech act scheme provides a better interpretation of any text and illocutionary force of the speech acts entering it taking into account both situational and communicative context. In this regard it is impossible to understand adequately the speech act separately as it is noted in the works by J. L. Austen and J. R. Searle but only in a

text and extralinguistic context, i.e. in a discourse. It is also necessary to note that essential difference of the concept under discussion is the understanding of a discourse as a main object of pragmatic research that in earlier works on pragmatics of language and the theory of speech acts was absent.

According to N. Fairclough, the discourse presents an integral part of the public relations, since, on the one hand, it forms these relations, and on the other hand, it is formed by them [Fairclough 1989:259]. Therefore, the discourse as interaction of social groups and individuals has to be studied in the context of social structures and the culture which includes values and mentality of society [Карасик 2000:5-20.]. Proceeding from it, a discourse, being social action, reflects a condition of society and culture [Hasan 1989:47-59.].

In recent years, the scientists (T.A. Van Dijk, Y. Zhu, O.K. Iriskhanova, P. M. Dainieko, I.V. Zhukov, A.V. Rudenko) have displayed special interest in this relatively new trend of linguistics, developing fundamentals of socio-cognitive methodology of discourse study. It assumes the selection and the analysis of oral, written, electronic texts of professional communication in various languages with the attraction of such basic concepts of sociolinguistics, pragmatics and cognitive sciences, as a stereotype, the social status, the social power, values, communicative strategy, cognitive model, cultural model, sociocultural model, mental space, presupposition, etc.

Therefore, while raising the question of socio-cognitive features of a business discourse, it is necessary to recognize that effective business communication is possible only in the case of community of individual cognitive and social spaces of business partners. Their semantic building is carried out by means of elements of "subjective and variable zones of cognitive spaces" [Алефиренко 2005:8-21]. T.A. Shiryayeva states that the cognitive (thesaurus) level of the organization of the linguistic "business" personality goes back not to semantics, but to knowledge structures. Successful implementation of business communication requires mastering both language system and conceptual system

which includes representations, skills, values and norms of special and ordinary sociocultural areas, as well as knowledge of norms and rules of communication. Such knowledge accumulates into a global frame of an institutional business discourse on the basis of formation of the corresponding institutional frames and tends to be structured by means of specially selected texts containing frame presupposition. On the basis of mastering the elements of semiotic code the members of business society realize specificity of a conceptual picture of the business world which is realized in the thesaurus of the language personality participating in professional business communication. Communication in business community is a transfer of necessary information, professional and encyclopedic knowledge in the course of business communication which assumes, first of all, the systematicity of knowledge of the world and understanding of this knowledge in business communication. This fact forms the basis for institutional frames of an institutional business discourse, those internal psychological structures which develop in life and training in the mind of a person and in which the world picture of business community and a person is widely presented [Ширяева 2008:50].

Thus, the study of business discourse, undoubtedly, demands the appeal to extralinguistic factors, and also takes into account cognitive, cultural and social interpretations. Since both cultural and social parameters have a significant impact on speech activity by means of cognitive system of the business communicant [Кибрик 1994:126-139]. Cultural values in different language groups form the conceptual world picture inherent in each language, the use of socio-cognitive approach to the analysis of business discourse is viewed as the most acceptable and effective.

3.2. Cognitive semantic and stylistic characteristics of English Business Discourse

In recent years, the orientation towards a more frequent use of the stylistic device of a metaphor has begun to dominate in the English business discourse. This fact gives the opportunity to a speaker/writer to verbalize the ideas and thoughts in the bright, convincing and expressional form which easily draws and keeps the attention of communicants. According to the experts in the field of rhetoric, metaphor serves one of the most powerful rhetorical tools producing a long-term influence. [Хазарегов, Корнилова 2003:52]. However its use in business communication, as a rule, involves violation of a number of postulates of G. P. Grays (a maxim of relevance and completeness of information) that can lead to the semantic-stylistic deviations of the discourse type.

S. A. Pankratova defines metaphorization as the cognitive operation which is carried out on the basis of the common lexical stock and background knowledge structures and establishes the connection between two semantic areas in such a way that the familiar properties of the auxiliary subject are projected by the analogy on less studied properties of the main subject [Панкратова 2013:3]. Nowadays, the study of metaphor is the central problem in different areas of linguistics - stylistics, semantics, pragmatics, cognitive linguistics, etc. [Арутюнова 1990; Калашникова 2006; Киселёва 2012; Никитин 2002; Панкратова 2013; Попова 2004; Складневская 1993; Телия 1987; Тимофеева 2011; Харченко 1991; Gentner, Bowdle, Wolff, Boronat 2001; Helle 1994; Lakoff 1993; Lakoff, Johnson 1980; McCormack 1991].

The ability to use metaphor which has gradually developed from means of decoration of speech into an effective non-standard device of business rhetoric, may be considered as the most necessary technique for any modern businessman.

At the beginning of the article *Stormy Weather* (covering Economic forum in Davos in 2009) in the popular American weekly news magazine *Time*, the

author makes use of metaphors to describe a deplorable condition of world economy in the middle of financial crisis:

It was, for a few years in the middle of this decade, trope that you heard all the time. The global economy, it was said, was a "Goldilocks" one. Just like the bowl of porridge that the child in the fairy tale sampled, it was neither too hot, nor too cold. It was - wonderfully, warmly - just right.

It's worth thinking how that analogy might be extended into our times. The global economy, you might say, now resembles the sort of congealed, cold, gray, glutinous bowl of oatmeal, curling up at the edges, that was once found in the lesser sort of Scottish boarding houses, with a couple of flies dancing a lazy highland reel on its surface.

It is, in short, not an appetizing site.

(Elliott M. Stormy Weather//Time. - February, 2 2009. P. 37)

Preceding the main text of the article which is devoted to the consequences of a long crisis and the world leaders' attempts to recover from it, the author describes the condition of world economy several years before the financial crisis. This kind of description allows him to show the completeness of negative consequences from the changes in economy by means of metaphorical comparison of a financial state with the bowl of porridge.

The elements *The Goldilocks, bowl of porridge, child and fairy tale* that are included into the semantic system of the fragment of a business discourse cooperate with the lexeme *trope* used in the first statement and cause some stylistic contrast (fluctuations) in the gravity of both the periodical and the topic of article. As a respond to these fluctuations we can observe the interaction of discursive system with the external environment - consciousness of the readers familiar with a tale about the Goldilocks. As a result the additional positive pragma-semantic components are involved in the text and the communicants form the thoughts that a few years ago there was nothing signifying the economic problems which were to be solved at The World Economic *Forum* in Davos.

Moving to the description of a current economic situation, the author continues to develop successfully this metaphor combining it with other stylistic devices that deregulate the business discourse norms and strengthen the negative pragmatics and expressivity of a fragment: alliteration (*congealed, cold, curling; gray, glutinous; lesser, sort, Scottish, houses; couple, flies, lazy, highland, reel*), the words relating to the semantic field of tasteless food (*congealed, cold, gray, glutinous bowl of oatmeal, curling up at the edges; not an appetizing site*), the ironic description of the flies dancing to Scottish music in a *plate (with a couple of flies dancing a lazy highland reel on its surface)*. Consecutive forming of all the elements of rhetoric allows the author to generate successfully the pragmatic effect, and thanks to a synergy of various leveled linear and nonlinear language means, to create the new attractor perceived by all recipients at the minimum expense of efforts - the idea which is visually illustrated by means of a metaphor about the bad economic situation which needs an urgent recovery.

The use of metaphor considerably increases the pragmatic potential of the statement, producing the impact on the recipients by strengthening the exchange processes between the system of meanings and its external environment, and also by catalyzing synergic processes of pragma-semantic self-organization and "movement" of functional links of a discourse towards the communicative purpose.

In the article "*Shifting the Burden*" the author applies the metaphor to manipulate the minds of target audience and to create the effective semantic space of a discourse:

When Hercules wanted to steal the golden apples of the Hesperides he offered a trade with Atlas, titan who was holding up the heavens. Hercules would assume the burden for a bit if Atlas would fetch the apples, which were guarded by a many-headed monster. When Atlas returned, Hercules had to trick him into taking back his load.

The story can be seen as an analogy for the debt crisis. In a bid to prevent

economic collapse the public sector has taken on some of the debt burden of the private sector. But in the medium term governments need to persuade the private sector to become the engine of the economic growth once more.

(Shifting the Burden//The Economist. - April 10, 2010. - P. 74)

Preceding the main text, the author points out the interrogative statement as a subtitle "*Governments have taken the debt strain, but can they get rid of it?*", which adjusts readers to perceive the serious analysis of a problem of the debt obligations assumed by the governments of the countries to minimize the damage from a destructive economic crisis in the middle of the 2000th. However, the elements such as *Hercules, golden apples of the Hesperides, Atlas, many-headed monster* belong to the semantic field of Ancient Greek mythology which is not typical of business communication and does not correspond to the vector of evolutionary development of semantic system, contrasting with the lexical units *governments and debt strain*. The functional and stylistic fluctuations tend to amplify as a result of violation of an exchange between a discourse and its external environment. The link interfering crash of the whole system is the phrase *shifting the burden* which is foregrounded in a strong position and thus causing the ambiguity in the narration.

Activation of internal synergy processes of self-organization and strengthening of interaction with the minds of readers bring the system to a qualitatively new level of semantic development. Spontaneously arising functional properties are connected with drawing the addressees attention to the ambiguous character of headline and the opportunity to interpret the contents of the first paragraph as an attempt made to comprehend the realities of the modern economic world through metaphorical comparison with the legend of Heracles who resorted to cunning for the sake of performing an act of heroic virtue.

The direction of the movement of functional links of a discourse is fixed by including the element *analogy* into the system against the background of the

repeating nomination *burden* and a number of lexical units of business English (*debt crisis, economic collapse, public sector, private sector, economic growth*). Due to using metaphor, in the minds of readers there are fixed strong logical associative and synonymic links between separate components of a metaphor and its explanation in the second part of a fragment: *Hercules: public sector/governments; Atlas: private sector and to persuade:: to trick into*. The last analogy can serve as a hint on the possibility of unfair play by the financial leaders of the countries in relation to the private sector.

Thus, the attractor of business discourse fragment does is not verbalized, but, on condition of due judgment and the existence of a certain stock of background knowledge, is perceived by all the addressees: having solved the major problems, the government will try to rest the responsibility for the way out a crisis on shoulders of private business that is capable to cause new undesirable consequences.

The metaphor represents one of the most effective tools for producing a pragmatic impact on communicants based on complex nonlinear interaction of linearly built discursive elements which belong to the semantic fields having no relations to business sphere. Cooperating with each other, such elements discord with the current stage of system development and block an exchange with the external environment - a communicative situation. Functional fluctuations influence the intellectual sphere of participants of communication by activating various layers of background knowledge without which "decoding" metaphor is impossible. The result of a simple linear summing of discursive elements is exposed to dissipation, departing on the periphery of the minds of addressees, from which the system attracts the additional semantic components defining successful advance of a business discourse towards a functional attractor.

In the book "*Funky Business. Talent Makes Capital Dance*", while describing the current situation in world economy the authors add the components of complex metaphor - the lexical units relating to a semantic field of theater – to

the semantic system of one of fragments:

The world is a stage. We all play roles - organizations as well as individuals. But instead of conventional costume drama, we now have constant, unscripted, improvised theater. The director has left, original play has been cancelled and the script is missing. The spectators are pouring on to the stage, joining the actors, demanding leading roles. Boundaries are blurring. Every role is vacant. Old rules no longer exist - the goodies and the baddies are the same person. Everything is up for grabs.

We are all contributors to the new society developing in front of our eyes. It is horrifying. It is fantastic. It is frightening. It is fun. It is depressing. It is weird. It is the funky village.

(K. Nordstrom, J. Ridderstrale. *Funky Business. Talent Makes Capital Dance* - P. 55).

The elements *stage, play roles, costume drama, theater, director, actors and spectators* correlate with each other, but contradict the current stage of the development of semantic system and communicative situation and cause functional fluctuations under the impact of internal processes and environment of a discourse. During the self-organization of the semantic system which starts as a countermeasure, counteracting randomization process, the interaction with such subsystem of environment as consciousness of readers tends to develop. To establishing the balance the author makes use of pragma-semantic components of figurativeness (imagery) expressing the implied comparison of the financial situation with poorly staged play. The elements with negative pragmatics *unscripted, improvised, has left, has been cancelled, is missing, are pouring, are blurring* promote the formation of negatively charged functional space. The persuasive effect of this space is amplified by the synergy of other deviant factors of business discourse: the opposition of informal antonyms *goodies and baddies*, and the combination of anaphora and alliteration in the lexemes with contextually opposed meanings (*front, horrifying, fantastic, frightening, fun, funky*). As a result,

the consistently and elaborately built functional prospect of a discourse promotes the readers critical attitude toward the current economic situation and the desire to begin the search for its stabilization.

The examples of functional and pragmatic deviation in the English business discourse by using metaphors are met in various genres and communicative situations. For example, the materials of the International Monetary Fund which differ with a very formal academic analysis of serious economic problems, quite often serve as an illustration of functional and stylistic deviations determined by deformation of a strict official form and the use of a bright and figurative expressions for representing the factual information.

Recent research indicates that the benefits of more flexible exchange rate regimes increase as economies develop economically and institutionally and become more integrated in global financial markets. However, notwithstanding the risk of currency crises under pegged regimes and the macroeconomic benefits in terms of growth and inflation performance that flexible regimes have conferred in industrial countries, "fear of floating" appears to remain in EM countries.

(D.S. Hakura. Are Emerging Market Countries Learning to Float? // The IMF Working Paper. - 2005. - No. 98).

In the above given passage the decrease in the officiality and the orientation towards an emotional and intellectual influence are realized through the use of metaphor comparing the unwillingness of the countries with the backward markets to change the currency policy with a groundless fear of the person who is not able to swim (*fear of floating*). According to the author's idea, it is enough to overcome oneself and to make a few efforts to learn to float successfully. The expressiveness of simile is amplified due to the alliteration functioning as the additional operator of pragmatic modification (*benefits, inflation, performance, flexible, conferred, fear, floating*). Thanks to the processes of self-organization of a business discourse arising in response to functional fluctuations, absolutely new properties are shown. As a result the author manages to create the pragmatic effect of disapproval of the

economic situation in developing countries and considerable advantage industrially developed states.

The frequent use of metaphor as rhetorical device in the English business discourse varies depending on a concrete genre, degree of officiality of communication and a form of communication. The analysis of illustrative material testifies that metaphors are more actively used in written types of discourse because the addressee has more time and opportunities to think over dynamics of functional communications between statements, to carry out selection of necessary linear and nonlinear language means, to build them in a certain sequence. However, quite often metaphor is used in an oral form of business communication.

The active use of metaphors in oral business language is explained by their considerable potential for effective explaining various phenomena and processes taking place in economic sphere. This fact helps to diversify and recover the boring narration of factual information. For example, Peter Fischer, the vice-president of Federal Reserve Bank of New York, organized his speech at the international forum "Financial markets: Coping with Turbulence", by using several metaphors:

The overall topic I want to address is the problem that we have not spent quite enough time on diagnosis and we may have moved to prescription a little too quickly. Now let me get into that first by discussing the problem of metaphor. The problem that we've identified is contagion and the remedy that we've come up with is architecture. Now most of us learned somewhere in our teenage years that buildings do not stop germs. But I think, therefore, we have to come back and think a little harder. If our basic diagnosis was right, first thrust that the problem is contagion, I think we better not rush and call in the engineers and the architects too quickly, but work a little more on the biological metaphor.

Now let me be clear. I like the biological metaphor. I find it very helpful that when we look at markets, we are looking at the interaction of independent organisms with one another in a highly complex ecosystem like environment. The

biological metaphor also helps us understand that in the natural order, natural order can produce continuous adjustment process with a range of equilibriums and indeed that some of them we do not like very much, but we really, in the biological world we do not make moral judgments about these. The natural order, though, produces some outcomes we would admit to be bad. It produces diseases and things we do not like.

But in grappling with our understanding of the subject, we TR to avoid moral judgments of that kind. Now I also like the biological or medical metaphor because it reminds us to begin where doctors do, do no harm. Now, of course, it's important to keep in mind how much doctors failed in that regard for several millennia. A friend of my family spent his life studying the history of the wound, three millennia of science directed at trying to treat open flesh. And his conclusion was that until 1945, you were better off not seeing a doctor. So for two millennia doctors were taking an oath to do no harm and every time there was an open wound they did harm.

Now, let me be clear. I do not mean to cast stones at my hosts. You've mentioned that I'm the manager of the System Open Market Account. I'm sure that a hundred years from now or so people will look back at my role in organizing foreign exchange intervention as one of the great voodoo doctors of the 20th century in a long line who thought by adjusting the foreign exchange asset composition of my balance sheet I would somehow stabilize markets. So I think we all have to suffer with the problem of jumping too quickly to prescription and come back to trying to do no harm and working on, as I like to think of it, biological metaphor, metaphor about ecosystems.

(IMF Economic Forum Financial markets: Coping With Turbulence//http)

Fischer begins his speech with the statement of a problem. However the words *diagnosis and prescription* used by him are able "to disorient" listeners because they belong to the semantic field of medicine, and are therefore more characteristic of absolutely different type of discourse. To minimize functional

fluctuations and to clarify the meaning of the words, the speaker includes the element *metaphor* which strengthens the exchange processes with external environment - consciousness of communicants, also serves as an evident marker of existence of the second semantic plan actualized not by simple summing of primary semantics of externally destructive units, but by nonlinear interaction of semantic components.

Thus, we can observe the comparison of the anti-crisis measures undertaken by financiers with premature treatment of the patient by the doctor who did not take care of the most exact diagnosis. As a result, the words *contagion*, *remedy*, *germs* coordinate with the current stage of semantic development of system, describing dangerous character of the developed economic situation when the problems in one financial branch can lead to the emergence of undesirable consequences for other branches. However the other specific element *architecture* confuses the pragma-semantic system and promotes emergence of considerable fluctuations strengthened by its contrast with functionally opposite *element remedy* (*the remedy that we've come up with is architecture*). The internal synergic mechanisms of self-organization intensify an exchange with consciousness of listeners who possess the sufficient background knowledge, have to remember "an architectural metaphor", which is popular in the business environment and used while describing the international financial system. To strengthen the expressiveness of his speech and produce a pragmatic impact on listeners, Fischer operates with functionally contradictory components of two metaphors, clashing them in several statements (*buildings do not stop germs; basic diagnosis, contagion:: call in the engineers and the architects*). The ironical effect that is produced by the use of these words forms the disbelief pragmatics for the efficiency of the measures taken by financiers to recover from crisis. Spontaneously arising functional properties bring pragma-semantic system to the new level of semantic orderliness.

Stating his own viewpoint, the speaker highlights the components of the

third, "biological" metaphor which is aimed to facilitate the understanding of a position of Fischer by to the communicants. The elements *organisms, highly complex ecosystem, environment, natural order, equilibriums* closely cooperate with each other and create an image of economy as the complex balanced ecosystem living under laws of the nature assuming natural emergence of various negative, "non-staff" situations. The frequent use the word *doctor* against the background of repetition of the elements *harm and wound* emphasizes parallels between the work of businessmen and the work of doctors who are guided by the main principle not to do harm to the patient. This fact increases the force of influence of discursive system on the medium, highlights negative pragmatics and fixes a vector of the evolutionary movement of a discourse towards the functional attractor. The communicative purpose is verbalized in the last offer, but is coded by means of the language means which are fixed in the structure of two metaphors - "biological" and "medical". Before undertaking any measures, it is necessary to apply the balanced approach to a problem taking into account all possible consequences.

Using the interconnected system of metaphors, Peter Fischer reaches a unique semantic and emotional unity of his speech. The key elements of three metaphors which are widespread in a business discourse connect the statements within the complex functional whole and form the pragmatic space which effectively influences the minds of participants of a forum. Figurativeness and expressiveness facilitate the reception of the main ideas of the speaker who skillfully masters the language.

The similar example can be met in the article *"What You Don't Wish after Selling Your Business"* in the Canadian business magazine *The Canadian Business Journal*. The author builds a discourse around the metaphor comparing the professional and personal growth of the businessman to long and laborious process of looking after a tree:

You do not want to be sorry after you have sold your company.

Building wealth does not just mean accumulating money. Learn what you can do now to start preparing for your transition to the rest of your life.

Ron Nakamota used to say the best time to plant an oak tree was 20 years ago. The second best time is now. <...>

Commit yourself to preserving and optimizing 'true' family wealth. Decide that you're not going to succumb to shirtsleeves to shirtsleeves in three generations. Educate yourself on ways to preserve family wealth.

Go out there and plant that oak tree today.

(What You Don't Wish After Selling Your Business//http)

In the process of semantic evolution of discursive system the direct lexical meaning of the element *plant an oak tree* is exposed to dissipation, departing on the periphery of consciousness. The periphery created new pragma-semantic components of persistent work and the spent time which correlate with other elements of functional plan, generating an attractor - caring of the wellbeing in the future is necessary to begin in the beginning of the career.

The research shows that in an oral business discourse metaphors are met more often in semi-official communication or communicative situations of informal character. For example, in one of the episodes of the novel by Sidney Sheldon of "The Stars Shine Down" the main character Lara Cameron, the owner of large construction corporation, discusses the project of the new building with his adviser and friend Howard Keller who recommends her not to make hasty decisions:

"I do not think this is such a great idea."

"You did not think the Queens project was a great idea either, did you? Or the shopping center on Houston Street. But they're making money, are not they"

"Lara, I never said they were not good deals. All I said was that I think we're moving too fast. You're swallowing up everything in sight, but you have not digested anything yet."

Lara patted his cheek. "Relax."

(S. Sheldon. The Stars Shine Down)

Despite the fact that Howard is under the supervision of Lara, their communication has horizontal character and always proceeds in the friendly atmosphere. Disputes of heroes about new transactions and possible risks are constructive and directed towards the elaboration of an effective strategy of actions for the company. This time Keller tries to convince the chief not to be got involved in adventure with the construction of a skyscraper that presupposes obtaining loans from banks. To produce a necessary pragmatic impact on the interlocutor, Howard applies the stylistic device of metaphor.

The elements *swallowing and have not digested* which are introduced in the discursive system do not coordinate with the current stage of development of semantic space due to their belonging to the semantic field of meal and block. In the system there arise new properties, and they acquire a qualitatively new level of semantic orderliness. Howard builds functional prospect of a discourse so that to convince Lara by the purposeful movement of non-linearly cooperating semantic components to an attractor - the idea that borrowing money from financial institutions without having profits is not reasonable. Unfortunately, Cameron ignores Keller's words as its discursive subsystem actively interacts with the external environment - the consciousness feeding communicative behavior of Lara with confidence in the actions.

The nonlinear nature of a metaphor makes this device of business rhetoric one of the most effective tools for producing complex pragmatic impact on the participants of business discourse.

3.3. Intertextual Characteristics of English Business Discourse

Decoding the information transferred by the intertextual devices in a business discourse demands additional intellectual efforts and the possession of some knowledge about allusions, realiaes, idioms and quotes, as well as the words

and phrases containing data on social, economic, geographical and ideological factors. Non-compliance with these conditions causes the loss of mutual understanding between communicants, the loss of considerable layer of semantics loaded by the author in the oral speech or written text, failure in achieving the aim of business communication.

The introduction of intertextual elements into the semantic system deviates from the norms of business discourse. They block an exchange with external environment subsystems - a communicative situation and the consciousness of participants of communication. According to the speaker's intentions, participants of communication have to actualize deep meanings by activating the frame structures which are not connected with semantics of business and produce complex associations of emotional and aesthetic character. As a result the system attracts the new semantic components promoting the way out of discourse to a new level of semantic orderliness and the successful movement in the direction of a functional attractor.

For example, the headline of the article *"From Brussels, With Shove"* published in the "The Economist" contains an implied reference to the popular movie *"From Russia, With Love"* (about adventures of the British secret agent James Bond). At the beginning of the text the author intentionally includes the elements indicating the additional semantic plan with "coded" information:

Just as Hollywood blockbusters tend to spawn sequels, financial regulations do not usually stop at the first effort. For years insurers, actuaries and consultants have awaited the premiere of Solvency 2, UN updated regulatory regime that sets out tougher risk-management and capital requirements for European insurers. Originally planned for October of this year, its launch is now expected in January 2014. So there is still time for lobbying to pay off.

(From Brussels, With Love//The Economist. - April 7th 2012. P. 85).

The words *Hollywood*, *blockbusters*, *sequels* and *premiere* belong to the semantic field of cinema and are closely connected with the heading of the article.

The phrase *From Brussels, With Shove* which is foregrounded in a strong position structurally and phonetically reminds the name of the spy thriller having nothing in common with a serious discussion of innovations in insurance industry. The violation of an adequate interaction with the external space and emergence of functional fluctuations make the system of discourse intensify the exchange processes with readers by activating their knowledge of cinema.

As a result, destructive semantic components tend to be neutralized and the discursive system acquires new semantic components which correlate with the phrase *time for lobbying* used at the end of the passage. The integration of deviant elements in the business discourse forms cognitive pragmatic effect of the author's arguments and provides the evolutionary movement of the semantic system towards the knowledge structures highlighting the idea that all persons involved in the project *Solvency 2* could face different intrigues and unexpected changes in lobbying their business interests. In general, the headline with the intertextual element is not typical of business publications. But this fact allows the author to modify discourse pragmatics in the most favorable way and fix the main idea in the original linguistic form.

Introduction of allusive elements in the semantic space of the English business discourse is regarded as one of the most effective language tools for creating irony which has a great pragmatic potential in business communication. The impact which is made on the addressees of a message demonstrates the effectiveness of the combined use of irony and allusion. This may be exemplified by the article "*Uphill work*" published in *The Economist*. The article is devoted to the forthcoming entry into force of the bank agreement. The author's ironical rhetoric based on the combination of allusion and simile, which compares the activity of Basel committee with heavy (*the committee has been sweating*) and unnecessary Sisyphean task, provides achieving the pragmatic effect of disbelief in the productivity of the document under discussion.

Sisyphus was lucky. He could have wound up on the Basel committee. Since 1999 the committee has been sweating over the Basel 2 accord, regulatory framework that guides how much capital banks should set aside to cover the level of risk they face. An end is finally in sight... Like other regulators, Basel committee was already looking at liquidity risk before credit markets became strangled: working group on the topic is to report before the end of the year. Sisyphus would have sympathized.

(Uphill work//The Economist. - September 8th - 14th 2007. - P. 70.)

The use of mythological character *Sisyphus* at the beginning of the article strengthens the interaction of discourse with external environment. The allusive nomination activates background knowledge connected with the story about an endless and ineffective Sisyphean task. The semantic components coming into the semantic system contradict the functionally unacceptable adjective *lucky* which contrast with an image of the unfortunate martyr. The deviation is intensified by the comparison of a personal pronoun *he* representing Sisyphus to the phrase *the Basel committee* that has a direct relation to the topic of the article. The work of Basel committee which had begun in 1999 was delayed and there was a wide range of problems to be solved. The element *has been sweating* draws parallels between the efforts made by the working group for the preparation of this contract and the work of Sisyphus who was doomed to endlessly *roll a huge boulder* up a steep hill.

The author also shows that the task of Sisyphus seems to be much more perspective (*would have sympathized*). The exaggeration of this kind increases the general expressiveness of the narration and indicates the ironical character of the whole text. As a result, the discourse acquires the emergent properties that orient the recipients towards a critical interpretation of the current situation. The functional semantic component is not explicitly verbalized but it is easily perceived by the participants: the sentence *An end is finally in sight* contains the hidden hint on the possibility of its endless continuation. By means of integration of the formal structure of the text and its implicit information the author of article

in an allegorically ironic form expresses his negative attitude to the efforts of Basel Committee. In this case the author avoids the deviation from the norms of professional ethics, but somehow violates the rules of speech behavior in business communication.

By combining the intertextual elements with an ironic manner of narration a speaker/writer has an opportunity to make the readers critically interpret the information through the use of negatively charged words and activation of the concepts and frames antonymous to business communication.

In the article *In praise of usury* (The Economist) devoted to the analysis of system of *lending to poor people*, the author makes use of persuading rhetoric strategy by foregrounding the word *usury* which has a negative connotative meaning:

In Dante's "Divine Comedy", usurers are consigned to a flaming desert of sand within the seventh circle of hell. Attitudes have since softened a bit. Micro creditors, who offer small loans to self-employed poor people, enjoy hallowed reputations. One has even ascended to the rank of a Nobel laureate.

(In praise of usury // The Economist. - August 4th - 10th 2007. - P. 66.).

By using the allusive reference to "The divine comedy" by Dante, the author ridicules the high public status of people who were called usurers several centuries ago. The mention of the *Dante's "Divine Comedy"* in the context of the serious economic analysis breaks an adequate interaction of a business discourse with a communicative situation. The functional and stylistic deviant forms intensify the exchange processes in the minds of recipients. The author makes them remember the contents of the comedy by activating concepts of religion, hell and mortal sin. The semantic components cooperate with the deviant discursive elements *a flaming desert of sand* and orient the readers towards the criticizing the people who are engaged in the kind of business. But in the next sentence the system deviates from the initial direction of semantic development under the influence of the phrase *softened a bit*. Its ironic effect is highlighted by the contrast opposition of

usurers - micro creditors which conveys opposite evaluative information: *the seventh circle of hell - hallowed reputation*. This opposition indicates the evolution (*ascended*) of an image of the creditor from the sinner, whose place is already fixed in the seventh circle of a hell, to the saint respected by people.

In recent years the authors of regularly published bulletins of the International Monetary Fund tend to add the epigraphs to the texts. This technique allows the addressees to receive the verbalized information at a deeper level taking into account the modal (evaluative) components introduced by the author's personality.

The material "*Trade and Thy Neighbor's War*" is preceded by citing the words of Benjamin Franklin "*All wars are follies, very expensive and very mischievous ones*". The business lexicon is not involved in this statement, and there is no direct reference to any coincidence of communicative intension of the American president and scientist with a pragmatic aim of the analyzed document. However, despite that, the foregrounding of the word *war* in both headline and epigraph, semantic correlation of the elements *Trade and expensive* belonging to the semantic field of trade and prices, form the stable logical-associative links which introduce the aphorism in the context of disputes over the influence of international and local conflicts on the economic sphere. In general, the epigraph is perceived as preliminary verbalization. It significantly facilitates the perception of factual information.

In other material of the IMF published under heading "Financial Sector Conditionality: Is Tougher Better?", authors open the discussion of problems of the banking sector with two different quotes: the statement of the outstanding financier Stanley Fischer ("*... it is important that ownership of any banking sector program stays with the country itself.*") and the words of the ancient Roman poet and philosopher Lucretius ("*What is food to one man is bitter poison to others.*").

The special structural salience of both epigraphs against the background of other parts of the text containing the dry economic analysis of the current situation

in the sphere of credit institutes draws the attention of readers and creates good conditions for reception of crucial components at the beginning of semantic development of a business discourse. If the first quotation is in harmony with subject of the document and causes insignificant stylistic deviations in the interaction with a communicative situation, the second part of an epigraph considerably makes the discursive system chaotic, without being coordinated with the requirements of a traditional genre rules.

Intertextual elements are extensively used in the publications of some other leading financial institutions, for example, the Federal Reserve Bank of the USA (International Journal of Central Banking). The report entitled "Discussion of "of Get Real: Interpreting Nominal Exchange Rate Fluctuations" of the famous economist Hans-Helmut Kotz begins with the quote from the founder of the neoclassical economics Alfred Marshall of "*Facts never tell their own story*". The semantic elements of the quote discord with the semantic system which is set by the title of the text. The weak functional deviations promote an intensification of exchange processes with the recipients who provide the semantic system with new pragmatic components of persuasiveness and academism.

Headings of articles and documents where they act as an obligatory structural element can be a rich source of examples of intertextual elements for the optimization of semantic system of an English business discourse. As a rule, titles attract readers to the text, focus their attention on a semantic thematic dominant and serve one of primary operators of modification of pragmatic space [Беселова 2003; Скребеб 1994]. All range of semantics of some titles is easily caught by readers without detailed acquaintance with the content of material, implication of other titles tend to be revealed only after reading and the careful analysis of all text. The integration of the semantic components in the structure of allusions provides non-standard diversification of the foregrounding concepts, frames and background knowledge, bringing a variety to conventional business discourse and attracting absolutely new components sufficient for transition to higher level of

orderliness.

The heading of the article "The Rip van Winkle of Risk" telling about activity of the world famous insurance company Lloyd's is based on a successful use of allusion. Anthroponym Rip van Winkle in combination with a definite article causes the small functional and stylistic fluctuations strengthening an exchange with environment and activating the information about a literary work. As a result the system obtains the new semantic components which determine the direction of semantic development of discourse. A tough competition in this sphere of business forced this company to make new attempts to modernize its activity to fully meet the requirements of the XXI century.

Only the acquaintance of a reader with the contents of the article can reveal the author's idea about drawing parallels between the hero of the of W. Irving's story awakened from a deep sleep and the company Lloyd's suddenly realizing that cannot keep up to date. The title is filled with a new sense due to active processes of semantic self-organization and exchanging with external environment and promotes successful advance to a functional attractor - thought that the future of this enterprise is in a serious danger. And if the company does not manage to correct its image in time and to change its strategy, more modern companies will be able to redistribute the market in their favor.

The author of article "Subdivide and Conquer" in the popular Australian business magazine "*Australian Property Investor*" intentionally makes a reference to a widely known Latin saying *Divide and conquer (Divide et impera)* - divide and dominate. Modification of the first element by means of addition of a prefix and change of a word meaning fills the name of the text with the new meaning actualizing in a subtitle: "*This month we look at the tax consequences of subdividing a property that you've owned for a purpose other than subdivision into vacant lots of land for sale*". Within the functional space of a business discourse semantic fields of lexemes *conquer* and *subdivide* discords with each other. The arising fluctuations start internal self-organizational processes. If a recipient

possesses the sufficient level of a vertical context and is familiar with the mentioned saying, there arise the new semantic components which stabilize the system and bring it to the new level of orderliness. As a result, the idea of high profitability of disaggregation of real estate tends to be formed.

This kind of device aimed at producing the communicative effect is used in the article *"To List or Not to List"* of the New Zealand business magazine "NZ Business". The functional fluctuations resulting from modification of the quote from W. Shakespeare's play "Hamlet" intensify the exchange processes between discursive system and consciousness of readers, drawing attention of audience to the publication and marking a high value of the problem under discussion.

The name of the bulletin of the IMF *"As You Sow So Shall You Reap: Public Investment Surges, Growth, and Debt Sustainability in Togo"* contains a popular proverb: *"As you sow so shall you reap"* originating in the Bible and predicting to everyone requital on deeds. The proverb in the heading of the official document deregulates a discourse, provoking functional and stylistic fluctuations due to blocking the exchange with the external environment. The adequate interaction with communicants provides nonlinear perception of the elements of the proverb if the recipients have sufficient thesaurus for identification of the intertextual "signal" sent by authors. Alliteration (*Sow, So, Investment, Surges, Sustainability*) unites both parts of the title in a whole, giving it expressiveness and strengthening the communicative pragmatic effect of approval of a deserved success.

The analysis of factual data allows us to draw a conclusion that allusions in the headings of business documents or articles violate the norms of a business discourse, causing the functional and stylistic fluctuations. Thus, the recipients have associations of the substantial and/or emotional character. Due to these associations a deeper level of penetration into the main idea of a text can be achieved. In addition, they stimulate the readers to activate a wide range of knowledge structures and literary competence for the purpose of adequate understanding of the message.

The inclusion of intertextual elements into the semantic system provides a business discourse with a wider range of meanings and catalyzes its semantic-stylistic evolution. The impact made by the system on the external environment activates various layers of background knowledge, concepts and frames which are not connected to business and have more personal character. As a result, the system receives the new components which are crucial for persuasive rhetoric, and the discourse acquires the spontaneous functional properties giving the speaker an opportunity to convince communicants and establish an effective contact with them, by realizing main objectives of communication.

Summary

The discourse represents an integral part of public relations and forms these relations. Business discourse as interaction of social groups and individuals should be studied within the context of social structures and the cultural factors covering human values and mentality of society. Business discourse tends to reflect the conditions of professional groups and the rules of speech etiquette. Successful implementation of business communication assumes mastering skills, values and norms of both special and ordinary sociocultural areas, including knowledge of norms and rules of communication.

Metaphor serves as one of the most powerful rhetorical tools oriented towards a long term impact on the addressee. The use of metaphor considerably increases the pragmatic potential of the statement. The use of metaphor as rhetorical device in English business discourse varies depending on a concrete genre, degree of officiality of communication and form of communication. Metaphor is more actively used in a written type of discourse.

Intertextuality in business discourse demands additional intellectual efforts and possession of a wide vertical context including different knowledge of certain facts of sociocultural character, realiaes, idioms, quotes, etc.

The use of intertextual devices in business discourse strengthens the interaction of discursive space with an external environment. The intertextual nomination activates background knowledge structures representing universal or culture-specific factors.

The integration of the semantic components in the structure of allusions provides non-standard diversification of the foregrounding concepts, frames and background knowledge, bringing a variety to conventional business discourse and attracting absolutely new components sufficient for transition to higher level of orderliness.

In general, intertextuality in the headings of the official documents tends to violate the norms of business discourse by provoking functional and stylistic deviations. The adequate interaction with communicants provides a successful perception of semantic-stylistic elements if the recipients have sufficient thesaurus for identification of the intertextual "signal" sent by authors.

CONCLUSION

Cognitive study of discourse has developed several areas and set their own objectives for exploring different knowledge structures involved in the discursive activity. One of these areas combines research works related to the modeling of cognitive processes of formation and perception of discourse. The attention of another area is focused on the study of knowledge structures, as well as the ways of knowledge storage, processing and retrieval in the course of discursive activity. In addition, the study of knowledge structures and information processing necessary for the implementation of the discursive interaction of people can be viewed as a separate area of cognitive discourse analysis. Each of these areas makes its own contribution to the development of general cognitive theory of discourse.

Business discourse has a number of specific characteristics distinguishing it

from other institutional types of discourse. Business discourse reveals its own cognitive, communicative, pragmatic, lexical, syntactic, textual, composite, visual-graphic, normative, stylistic and other features. Generally, business discourse is treated as intercultural communication, cross-cultural negotiations, business meetings (e-mails, reports, letters etc.). The specificity of business discourse has led to the introduction of “Business Linguistics” as a separate discipline within the framework of applied linguistics. Business Linguistics studies the language functioning in business and the linguistic component of business communication. The methodology of this new discipline should involve traditional research methods of discourse and of text as its result, discourse analysis, conversation analysis, empirical-descriptive and comparative techniques, cognitive, pragmatic and genre-style analysis, etc.

The English business discourse belongs to the institutional type which is understood as a specialized clichéd sphere of communication between people who have to communicate according to the norms of the society. Institutional character of English business discourse is displayed by the fact that the participants of business communication traditionally act as the representatives of particular legal entities and/or the carriers of clearly identified social and professional status, they take their own place in the hierarchy. The semi-official business communication is characterized by a smaller conventionality and rituality, the use of smaller quantity of professional lexicon and clichéd expressions, frequent application of the colloquial, stylistically marked words and expressions, humor, irony, owing to the personal relations between participants of communication.

The specific features of English-speaking business communication impose essential restrictions on the use of verbal funds allocated for modification of a communicative situation and producing pragmatic impact on a partner. Planning of functional prospect of an English business discourse (with consideration of the existing norms, traditions, rules and requirements) is in close connection with the strategy and tactics of communication.

The application of cognitive approach to exploring business discourse tends to develop the communicative-pragmatic aspects of a language sign, deeper understanding of sociocultural specifics of the business communication.

Successful implementation of business communication requires mastering both language system and conceptual system which includes representations, skills, values and norms of special and ordinary sociocultural areas, as well as knowledge of norms and rules of communication. Such knowledge accumulates into a global frame of an institutional business discourse on the basis of formation of the corresponding institutional frames and tends to be structured by means of specially selected texts containing frame presupposition.

Thus, the study of business discourse, undoubtedly, demands an appeal to extralinguistic factors, and also takes into account cognitive, cultural and social interpretations. Since both cultural and social parameters have a significant impact on speech activity by means of cognitive system of the business communicant.

Metaphor serves as one of the most powerful rhetorical tools producing a long-term influence. However its use in business communication, as a rule, involves violation of a number of postulates that can lead to a deregulation of the discourse type.

Metaphorization as a cognitive operation is carried out on the basis of the common lexical stock and background knowledge structures and establishes the connection between two semantic areas in such a way that the familiar properties of the auxiliary subject are projected by the analogy on less studied properties of the main subject.

The metaphor represents one of the most effective tools for producing a pragmatic impact on communicants based on complex nonlinear interaction of linearly built discursive elements which belong to the semantic fields having no relations to business sphere. Cooperating with each other, such elements discord with the current stage of system development and block an exchange with the external environment - a communicative situation. Functional fluctuations

influence the intellectual sphere of participants of communication by activating various layers of background knowledge without which "decoding" of metaphor is impossible. The result of a simple linear summing of discursive elements is exposed to dissipation, departing on the periphery of the minds of addressees, from which the system attracts the additional semantic components defining successful advance of a business discourse towards a functional attractor.

A frequent use of metaphor as rhetorical device in the English business discourse varies depending on a concrete genre, degree of formality of communication and a form of communication. The analysis of illustrative material testifies that metaphors are more actively used in written types of discourse because the addressee has more time and opportunities to think over dynamics of functional communications between statements, to carry out selection of necessary linear and nonlinear language means, to build them in a certain sequence. However, quite often metaphor is used in an oral form of business communication.

The active use of metaphors in oral business communication is explained by their considerable potential for effective explaining various phenomena and processes taking place in economic sphere.

The introduction of intertextual elements into the semantic system deviates from the norms of business discourse. They block an exchange with external environment subsystems - a communicative situation and the consciousness of participants of communication. According to the speaker's intentions, participants of communication have to actualize deep meanings by activating the frame structures which are not connected with semantics of business and produce complex associations of emotional and aesthetic character. As a result the system attracts the new semantic components promoting the way out of discourse to a new level of semantic orderliness and the successful movement in the direction of a functional attractor.

Introduction of allusive elements into the semantic space of the English business discourse is regarded as one of the most effective language tools for

creating irony which has a great pragmatic potential in business communication.

The analysis of factual data allows us to draw a conclusion that allusions in the headings of business documents or articles violate the norms of a business discourse, causing the functional and stylistic fluctuations. Thus, the recipients have associations of the substantial and/or emotional character. Due to these associations a deeper level of penetration into the main idea of a text can be achieved. In addition, they stimulate the readers to activate a wide range of knowledge structures and literary competence for the purpose of adequate understanding of the message.

The inclusion of intertextual elements into the semantic system provides a business discourse with a wider range of meanings and determined its semantic-stylistic evolution. The impact made by the system on the external environment activates various background knowledge structures, concepts and frames which are not connected to business and have more personal character.

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