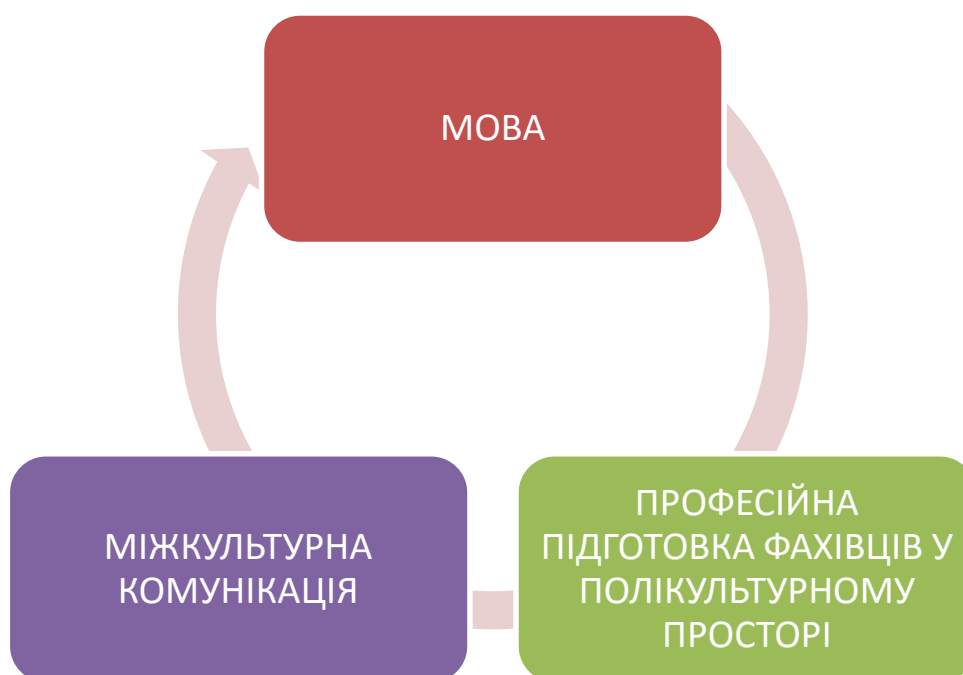


МАТЕРІАЛИ
II МІЖНАРОДНОЇ НАУКОВОЇ КОНФЕРЕНЦІЇ
«АКТУАЛЬНІ ПРОБЛЕМИ ФІЛОЛОГІЇ І
ПРОФЕСІЙНОЇ ПІДГОТОВКИ ФАХІВЦІВ У
ПОЛІКУЛЬТУРНОМУ ПРОСТОРІ»



ОДЕСА – 2016

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TYPOLOGICAL AND SPECIFIC LINGUISTIC FEATURES OF MODERN OFFICIAL BUSINESS DISCOURSE

The research is devoted to the study of the official business discourse (*the object*) as a normative and standardized determinant of general cross-discursive communication, identification as well as systematization of the linguistic means aimed at realization of its communicative and standardized strategies and tactics.

The subject of the research is the linguistic framework of the determined discourse.

The aim of the research is to reveal the communicative-and-standardized specificity of the official business discourse in the viewpoint of the study oriented at defining its corresponding strategies, tactics alongside with the means of its

linguistic manifestation.

The tasks of the research are these ones:

1. To indicate the discursive-forming markers of the official business discourse.

2. To ground a genre-making diversity of the discourse being investigated.

3. To specify communicative and standardized strategies and tactics facilitating the functioning of the official business discourse.

4. To study the means of linguistic realization of the strategies and tactics characterizing the discourse.

5. To identify typological and specific linguistic features of the modern official business discourse based on the material of the Russian, Ukrainian and English languages.

Diplomatic, juridical, administrative-and-business documents (including business correspondence) are considered to be *the material* of the research.

The notion “*official business discourse*” is based on linguistic understanding of the phenomenon “discourse” (from Latin *discursus*, “running to and from”; from French *discours* meaning “*conversation*”) denoting “a connected text converged with extralinguistic factors (pragmatic, sociocultural, psychological, etc.); a text which functions in the aspect of an event; a speech which is considered as a goal-directed social action, as a component of people’s interactions and mechanisms of their consciousness (cognitive processes)” [7]; in other words, speech / conversation “embodied in life”.

A dual nature of the official business discourse presupposes its manifestation in the spheres of finance, commerce, manufacturing, politics, social community, economics and law. Thus, we are apt to define the notion “*official business discourse*” as a discourse stipulated by a situation, the extralinguistic foundations of which are the spheres of legal public relations and office work; the linguistic constituent of the discourse is realized in specific phonetic, lexical, grammatical, compositional and stylistic framework of its contents. We have singled out these typical features of the official business discourse: formality, use of clichés, accuracy and specificity

(lexicon, in particular), brevity and conciseness of statements, impersonal sentences.

Therefore, the above-mentioned features give enough ground to interpret the communicative strategies and tactics in the framework of the research as those stipulated by certain norms / standards, author's specific actions-intentions which are represented in diverse communicative modes. The communicative strategy correlates with the aim of its participants' interaction within the official business discourse – establishment of mechanisms which facilitate person's functioning in a certain "sociosphere" according to set models (communicatively standardized strategy). In this regard, we can certify that the determined communicatively standardized strategy means step-by-step planning of actions (including the speech and etiquette ones) as well as resources aimed at reaching the arch-goal of the discourse; it (the strategy) is realized with the help of corresponding tactics. However, we associate the communicative tactics with a set of communicative intentions of an addressee and an addresser, the realization of which becomes possible due to their use of an aggregate of verbal means belonging to different linguistic levels (in oral or written forms) and practical actions-operations (extralinguistic manifestation) in the process of official business interaction.

A multi-vector analysis of the official business discourse allows us to arrive at these conclusions:

1. Modern official business discourse is a peculiar communicatively standardized phenomenon which is stipulated by the needs of commercial and financial, manufacturing, social and political, economic spheres as well as the spheres of labour and law.

2. Its genre diversity is determined by systemic and integrated interaction of discursive signs-markers:

- a) one-sided (two-sided) orientation of discourse participants to establish certain relations within the above-mentioned spheres;

- b) (stipulated by the first factor) genre originality of the official business discourse, its oral (discussion and business substyle) and written (administrative and clerical substyle) representations;

c) a subject-subject mode of interaction of communicants regardless of nominal / real presence of a concrete participant both juridical (organizations, enterprises, departments, institutions, etc.) and natural (particular) persons;

d) actual direct and indirect interaction of participants within the official business discourse;

e) presence of a complex of communicative standardized strategies and tactics stipulated by a situation and genre alongside with its linguistic representation.

3. Strategic direction of the official business discourse comprises two vectors:

1) official-cooperative (conflict free) relations between natural and / or juridical persons (to initiate, maintain, and finish mutual activity according to particular set standards); 2) information exchange (to obtain, give, inquire and process the necessary information).

4. Official business intentions of discourse participants are manifested by means of the two key standardized communicative strategies (a strategy of adjusted cooperation and a strategy of documentary-normative fundamentals enabling subjects of an activity to interact) and tactics (the study of requisite and form norms); subjects' professional competence in conformity with a certain kind of mutual activity; flexible adjustment and tolerant attitude to cooperative working conditions; facilitation of participants' further cooperation within a discourse).

5. Efficiency of strategies and tactics is achieved within the official business discourse due to extralinguistic factors and multileveled means-models.

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