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**КУЛЬТУРНЫЕ АЛЛЮЗИИ КАК СРЕДСТВО  
РЕАЛИЗАЦИИ КОММУНИКАТИВНЫХ ИНТЕНЦИЙ В  
ДЕЛОВОМ ДИСКУРСЕ**

*В статье рассматривается реализация коммуникативных интенций в деловом дискурсе, осуществляемая путем применения культурных аллюзий. Автор приводит примеры из англоязычных источников, в которых используются культурные аллюзии, с описанием их значения.*

*В исследовании особое внимание уделяется деловому дискурсу, который рассматривается как неотъемлемая часть межкультурной коммуникации, а также концепту «диалога культур», нацеленного на достижение целого ряда целей помимо вербального эффекта.*

*В статье рассматривается содержание культурных аллюзий как понятия, обозначающего текстовые отсылки исторического, культурного или универсального значения, а также обосновывается предположение о том, что культурные аллюзии могут быть рассмотрены как мощный инструмент, способствующий выявлению интенций участников коммуникативной ситуации. Анализируя представленные примеры, автор предоставляет и аргументирует список интенций, наиболее эффективно реализуемых в деловом дискурсе через использование*

культурных аллюзий.

*Результаты исследования предполагают, что культурные аллюзии могут быть использованы в деловом дискурсе как значимый и целесообразный стилистический прием, позволяющий сделать речь участников общения более образной и интересной. Данный вывод, в свою очередь, позволил автору прийти к заключению о том, что установленная эффективность культурных аллюзий как лингвистического средства, применяемого в рамках делового дискурса, указывает на растущую открытость последнего для эмоциональных средств выражения.*

*Ключевые слова:* деловой дискурс, интенция, коммуникативная интенция, интенциональность, теория речевых актов, аллюзия, культурная аллюзия.

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**CULTURAL ALLUSIONS AS A MEANS OF EXPRESSION  
OF COMMUNICATIVE INTENTIONS IN BUSINESS  
DISCOURSE**

*The article addresses communicative intentions realised in business discourse through cultural allusions. The author considers some examples of English texts making use of cultural allusions and provides explanations of their meaning.*

*The study centers around business discourse viewed as an integral part of intercultural communication and focuses on the concept of "dialogue of cultures" that implies much more than a mere verbal effect to be produced.*

*The paper highlights the scope of cultural allusions as a concept referring to textual references of historical, cultural or universal importance, and substantiates the hypothesis that*

*cultural allusions might be viewed as a powerful tool helping reveal the intentions of the participants of a communicative situation. Analysing the examples proposed, the author further relies on congruent argumentative reasoning to come up with a list of intentions realised in business discourse most efficiently through the use of cultural allusions.*

*The study ultimately concludes that cultural allusions can be used in business discourse as a prominent and practical stylistic technique making the speech of those involved more vivid and engaging. This inference, in its turn, prompted the author to conclude that the established efficiency of cultural allusions as a linguistic means applied in the framework of business discourse indicates the ever more apparent exposure of the latter to emotional means of expression.*

*Key words: business discourse, intention, communicative intention, intentionality, theory of speech acts, allusion, cultural allusion.*

## **Introduction**

In the modern world, business communication is an integral part of cultural and intercultural communication. The main feature of cross-cultural communication is the so-called ‘dialogue of cultures’, because communication has not only verbal effect, but also means some kind of cultural interaction among two or more people who are involved in this process.

Business communication is a necessary component of human life. It is not important for partners directly, but as a way of organising and optimising a particular type of subject of professional activity in business. It is a way of establishing contacts between people, generated by a common purpose.

According to the definition of M. V. Koltunova, business communication is a communicative subject-target, and mainly professional activity, in the sphere of social, legal and economic relations (Hurmatullin, 2009).

The content of business communication is determined by the

socially significant subject of communication, the mutual psychological influence of subjects of the process of communication and the formal role of the principle of their interaction.

A distinctive feature of business communication is that it has no self-sufficing value, it is not an end in itself, but is a means of achieving other goals.

The goal of business communication is the organisation of joint activities and their focus on solving significant social problems.

The process and outcomes of business communication are documented in the form of business letters, minutes, orders, contracts, regulations, etc. (Ivanova, Burlakova, & Pocheptsov, 1981).

#### **Materials and methods**

##### **The concept of business discourse**

Business discourse is a very broad concept, embracing both the language system and speech activity in linguistic and extra-linguistic factors in total, which are represented by various texts and sources. Business discourse is a quite strict framework of professionally oriented relationships, which have some status and roles of those who are involved in this process (Hurmatullin, 2009).

Business discourse is closely related to other types of discourse, and even includes some of them, for example, economic discourse.

T. A. Van Dijk shows that business discourse represents not only the text itself, but also the whole communicative event. This term includes the notion of linguistic world-image, attitudes and the goals of participants in the process of communication (Malyuga, 2011). Mentality and culture, both national and individual are also conceived.

##### **Communicative intention**

Talking about communicants, we should discuss the theory of speech acts. The authors of this theory are John Austin and John

Searle. One of the key issues is the notion of the speaker's communicative intention. In psychology, intention is understood as the first stage in the generation of some statements. After that, this phase is followed by motive, inner speech and implementation of a plan.

Communicative intention refers to the speaker's specific purpose statements, i.e. whether he asks, says or calls us to something, or condemns some action, etc. Communicative intention is a regulator of the verbal behavior of the partners. Any individual speech action is used to perform specific communicative intentions. Intention is always in the mind of the speaker, although it is not always expressed by linguistic means explicitly (Malyuga, 2011).

Communicative intention is correlated with the expression of different intentional states of consciousness. So, John Searle, following philosophical tradition, understands a wide range of mental states associated with consciousness that are turned outward, not on oneself, as intentional states. John Searle distinguishes between intention and Intentionality: "Intending to do something is just one form of Intentionality along with belief, hope, fear, desire, and lots of others".

This distinction of John Searle is implemented in his classification of illocutionary acts: "*Intention* will collect promises, vows, threats and pledges. *Desire* or *want* will collect requests, orders, commands, askings, prayers, pleadings, beggings and entreaties".

To express intentions not only verbs can be used (especially verbs of speech acts), but also nouns expressing identification, objection, greeting, time, failure, trying, forcing, etc.

#### **Cultural allusions**

What else can we use to express the communicative intention of the speaker?

At the present stage of development of English business communication, using non-standard paths for the formation of effective negotiations and impact on the recipient to improve the

efficiency of the final communication has become more and more popular.

One such way is the use of cultural allusions. Cultural allusions in Latin mean "joke" or "hint". This term was actively studied in the late 20th century, although the term "allusion" had already existed in some European languages since the 16th century. This phenomenon is quite complex. That is why different attempts to give a precise definition of the term "cultural allusions" were made in a number of literary and linguistic disciplines (Dictionary of linguistic terms, 2016).

However, an exact definition was not given. The common point of all the existing definitions is the interpretation of cultural allusions as "a presence in the text (a reference), the function of which is an indication of the connection of this text with other texts or in reference to certain historical, cultural and biographic facts." [6, Allusion / Encyclopedia "Krugosvet"]

Cultural allusions are a very striking stylistic technique that increases the imagery of the text and the richness of the subject-logical information.

As examples of the use of cultural allusions, we took a few articles for September – October 2016 from *The Economist* and *The Quarterly Journal of Economics* (*The Quarterly Journal of Economics*, 2016).

- The premortem is a great idea. I mentioned it at **Davos**...and the chairman of a large corporation said it was worth coming to **Davos** for.

In this case this is a cultural allusion because Davos is known as the place for the World Economic Forum.

- Society's epitome of credibility is **John Wayne**, who sized up a situation... Who would be your poster child for the "non-**John Wayne**" type of leader?

For Americans in 1930s he was a great example of manhood, individualism and leadership.

- **The Devil's Advocate** thinks without encountering resistance.

In this case, it is a reference to the film “The Devil’s Advocate” by Taylor Hackford (1997).

- She was not one of those professors who was living in *the Ivory tower*...

One can say that it is an idiom. However, The Ivory tower originates in the Biblical Song of Solomon and from the 19<sup>th</sup> century it has been used to designate an environment of intellectual pursuit.

- FORTUNE is a registered trademark of Time Inc., used under license by *Gazelles*, Inc., which administers the Leadership Summit and the Growth Summit...

Gazelles / high-growth enterprises – firms showing rapid growth over a long period, and having a strong impact on national economic development.

All given examples illustrate that the members of a communicative situation always have some intentions. Cultural allusions help to reveal them. In some situations, they are used to give information, to pose a question or to persuade.

### **Conclusion**

In conclusion, we may say that the usage of cultural allusions in business discourse as a way of expression of communicative intentions is quite a relevant theme. Language cannot exist without culture. We can understand language through culture. It helps us to get wise to the ways of thinking of others. And it helps us to develop ourselves by gathering new information.

Moreover, we may see that in spite of the fact that business discourse has clichés, a formal style and particularised lexis, emotional words, idioms, metaphors, allusions and other terms can be used.

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### **ПЕРЕВОД И АКТУАЛЬНЫЕ ПРОБЛЕМЫ, СТОЯЩИЕ ПЕРЕД ПЕРЕВОДЧИКАМИ**

*В статье рассматриваются условия, необходимые для обеспечения высокой точности перевода. Авторы анализируют универсальные задачи, стоящие перед переводчиком, и рассматривают четыре основополагающие проблемы перевода, к которым относятся лексические, грамматические, культурные и текстовые проблемы. Настоящее исследование фокусируется на анализе и интерпретации первых двух «уровней», а именно уровней лексических и грамматических проблем. Теоретические основы исследования в дальнейшем подкрепляются примерами, обосновывающими релевантность выдвинутых предположений.*

*Авторы утверждают, что уровень лексических проблем, возникающих в процессе перевода, может быть представлен проблемами трех видов, к которым относятся омонимия, полисемия и идиомы, в то время как уровень грамматических проблем охватывает вопросы, связанные с такими понятиями как род, число, словообразовательная*