

formation and emotionally expressive shade. Professional jargon also belongs to a category of non-standard lexis that can significantly modify discursive strategies and tactics in professional communication [7].

So one of the major peculiar features of jewelry professional jargon is a number of abbreviations which reveal because of the necessity to place a lot of essential information on small tags.

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СОВРЕМЕННЫЙ СЛОВАРЬ ДЕЛОВОГО АНГЛИЙСКОГО ЯЗЫКА ПО МЕНЕДЖМЕНТУ

MODERN BUSINESS ENGLISH VOCABULARY IN MANAGEMENT

This article aims to consider lexical peculiarities of management discourse. The sphere of Management is constantly evolving and consequently this process causes some changes in

business vocabulary that managers use in their day-to-day work. The article states the need to investigate changes in management vocabulary that occurs recently.

Key words: Business English, business discourse, management, lexical peculiarities, management text, authentic materials.

In 21st century the impetuous info-technological development that can be observed all over the world stimulates interaction of separate fields of knowledge and causes a new perspective of “cross-border disciplines” emerging at an enormous speed. In the language studies we can encounter such areas as Environmental Linguistics, Medical Linguistics, Military Linguistics and even Sports Linguistics. Apart from well-established Political Linguistics and Legal Linguistics the above mentioned specific spheres of linguistics have emerged recently and are rapidly developing at the moment. The emergence of the so-called “cross-border disciplines” is induced by the high level of globalization in the modern world where no scientific area stays aside and all aspects of life collaborate and generate new disciplines.

Close attention to Business English is determined by the significant portion of time people spend in various business institutions. Consequently, the process of business development and international communication boosts demand for a theory that would comply business needs with linguistic means.

If “business” and “management” terms are quite well-determined by many authoritative researchers in English literature, in Russia they are relatively very young. In the former Soviet Union, the word “business” firmly carried a negative connotation. It was an undeniably westernized concept and was treated accordingly. Only since the early 1990s the situation has started improving slowly and therefore in present-day Russia almost every Standard Russian has “business” and “management” words in his active vocabulary. But still some business terms sound fairly new to the native speakers of Russian; their counterparts, however, have been part and parcel of standard business usage for decades and have been included into core business vocabulary for a long time.

This brings up an issue about the difference between Russian business terminology and the English one.

Market relations and business ideology have been dominating people's lives recently. All over the world business matters have become one of the most powerful catalysts for social development. As business is a sphere of utter importance it takes a crucial part in human's life – it penetrates into almost each sphere of life. Business requires some applied discipline to serve its verbal and communication needs. Taking into account the fact that businesses are different and communication tends to become more and more global, the sublanguages of business and business communication acquire their own peculiarities that need in depth linguistic analysis.

Many researchers have been mentioning that business discourse and business texts, as its integral part, possess specific characteristics distinguishing this discourse from the other ones. Since the 1980s, when the interest in business language emerged, a great amount of work has been done (“bargaining communication” [3] by Angelmar and Stern, “communication at work” [1] by Adler etc.). Major studies focus on stylistic and semantic aspects of business communication. For instance, the styles of business correspondence were investigated by Louhiala-Salmien (2002) [8], Garzone (2005) [2], Gotti and Gillaerts (2005) [5] the Semantics of Business English was explored by Nelson (2006) [14]. But almost all this research to a greater extent was carried out within the framework of management and organization theories. In Management Studies, Organizational Studies and Organizational Communication the researchers have focused on the study of business communication without taking a close look at both linguistics and business sublanguage.

Nowadays studies of business discourse examine primarily the work of business institutions and the ways they interact with society through verbal and non-verbal communication (talk and text). The field of business language has been closely studied by many prominent scholars and researchers. In Russia, the

study of business language and business discourse is a young but promising branch of philology. Some significant research has been already done by T. Nazarova (business vocabulary) [12], E. Malyuga (functional pragmatics of intercultural business communication) [9; 11], E. Ponomarenko (functional self-organisation and semantic synergism of business discourse) [15], T. Shiryayeva (cognitive models of business discourse) [16], K. Tomashevskaya (analysis of contemporary economic discourse) [17], A. Zinovieva and Y. Daniushina (intercultural business communication) [18], but such a particular sphere as the language of management has a lot in stock for potential researchers. Therefore this research is aimed to highlight the lexical peculiarities of business discourse in management with its lexical peculiarities being in the main focus.

Management plays a key role in modern business activities. Managers of different levels have to choose consciously language means they use in their day-to-day work. Studying linguistics from the business point of view can contribute to the communication competence of managers and entrepreneurs. It can improve their understanding of the nature of how communication works and consequently increase the efficiency of communication in their business.

The newspaper articles enable researches to follow modern trends of the language. These texts are the most dynamic and developing ones [10]. It reflects changes that appear before being studied or even predicted by the linguists. In this respect, the Economist (an English-language weekly newspaper) is an authoritative source of high professional and specialized materials. It targets highly educated readers and claims an audience containing many influential executives, policy-makers and managers of different levels. They are very users of business English, which is the subject to our survey.

On the other hand, there are authentic educational materials on Management that supply linguists with scientific understanding of business realities. Without considering management as a driving force of business the researchers can easily miss some important functions that language possess in management.

Moreover, only the materials based on scientifically-proved theories can become a source of authentic terminology inherent to management.

Beside newspaper articles and educational materials, the real business materials are to be used in this kind research. The real business texts are the most dynamic materials due to steady alterations the business language undergoes. In this respect, they represent the most valid data for the linguistic research. It gives the opportunity to retrace the tendency of lexical changes in business language before they will be presented in scientific papers and textbooks.

The analysis based on the consideration of three kinds of texts will allow receiving a full picture of lexical peculiarities that distinguish management texts from the other business texts.

The functional approach can be helpful in conducting research. This approach considers language as a social semiotic system where language is evolving under the pressure of the particular functions that it has to serve. Functions therefore leave their mark on the structure and vocabulary of language at all levels. The traditional “from the form to the function” method won’t be very helpful in this research. On the contrary by defining which functions business English should perform, we are able to examine the ways and the language means through which this or that function is performed in actual, natural communication.

First of all, it is wise to explore theoretical works that can become a base for the further practical investigation. It will provide an overview of a term “Business English” and its main features. During this phase of research Business discourse should be in the main focus. The corresponding terms and theories developed by famous linguists are to be analyzed. Also it is necessary to have a close look at the nature of the Business English vocabulary, its lexical units. T. Nazarova [13] divided the Business English vocabulary into four constituent parts: General English words, General Business English vocabulary, General

Business English terminology and Specialized terminology. Each of the units should be clearly defined and supported by illustrative examples.

Secondly, the research should have a practical angle with consideration of the functions which language is to fulfill in the sphere of management. The practical part of such kind of research should be dedicated to the key principles of management texts, its vocabulary and stylistic aspects. There should be drawn a line between general business texts and texts on Management. The vital categorization with a detailed description of distinguishing features of management texts is to be made and the peculiarities of such texts should be studied. This part of the research should be aimed at finding the peculiarities (described in the second chapter) in authentic management texts: newspaper article, educational material for students of the Management Department, Business letters, and internal memos from the international company. The theoretical statements of the research should find its practical implementation in the examination of the mentioned above authentic materials.

Because of above mentioned reasons the further in-depth analysis is to be necessary. Despite the fact that business discourse is already well investigated, the management language still has a lot in stock for researchers. Language is constantly changing, but specialized languages are evolving even faster and linguists should monitor these changes, study them and search for the reasons that have caused them.

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