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**СОВРЕМЕННЫЕ КОНЦЕПЦИИ РАЗВИТИЯ  
МЕЖКУЛЬТУРНОЙ ДЕЛОВОЙ КОММУНИКАЦИИ В  
ЯЗЫКОЗНАНИИ**

*В статье рассмотрены проблемы динамики развития межкультурной деловой коммуникации, а также приведены определения лингвокультурологии, межкультурной деловой коммуникации. В работе приводятся переменные, составляющие коммуникативный процесс.*

*Ключевые слова: межкультурная деловая коммуникация, лингвокультурология, коммуникативное поведение.*

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**MODERN CONCEPTS OF INTERCULTURAL  
BUSINESS COMMUNICATION DEVELOPMENT IN  
LINGUISTICS**

*The article is devoted to the problems of dynamics of intercultural business communication development. The definitions of linguoculturology and intercultural business communication are given in the article. The variables composing the communicative process are analysed in the article.*

*Key words: intercultural business communication, linguoculturology, language, communicative behaviour.*

**Introduction**

Linguistics is experiencing the reassessment of values, constructively interpreting methodological, social and anthropological studies.

The works and ideas by Ferdinand de Saussure, J. N. I. Baudouin de Courtenay, L.V. Scherba, R.O. Jakobson, A.A. Leontiev, L.P. Yakubinsky and others are in the focus of many researchers as they supported and developed the propositions of Ferdinand de Saussure and his vision of a language as a phenomenon.

Problems of language functioning are analysed and interpreted in a range of theories of speech activity, which form the basis of modern theory of communication.

Linguistic encyclopaedic dictionary defines communication as "dialogical? or polylogical communication between people in the process of cognitive and work activity, involving the exchange of ideas, information, thoughts, etc." [7, 233].

### **"Communication" and "interaction": concepts under consideration**

The most common concepts that will be widely used in our work are "communication" and "interaction".

According to A.V. Kravchenko, the biggest part of the communicative activity is implemented by people through their language activities related to the exchange of information. Thus, there is an involuntary substitution of the concepts when these terms are used. The most evident attribute of the phenomenon, i.e. language activities, is identified with the phenomenon itself i.e. communication. At the language level it is reflected in simultaneous existence of the concepts "communication" and "interaction" which are often understood as synonyms [6, 39].

Communication is a form of people's interaction in the process of social contacts. There are a number of scholars (among them A.A. Leontiev and others) who identify communication with interaction. Usually interaction refers to diversified phenomenon, namely the interaction of social persons, their exchange of activities and skills, as well as the results of the activities. Communication is considered as the informative aspect of interaction. According to psychologists, communication is the process of sharing the products of mental activity, while sociologists believe that communication plays a crucial role in conveying social information.

These definitions explain the same phenomenon from the perspective of different sciences.

"Communication can be seen as a necessary and universal condition of human life and activity, and one of the fundamental pillars of society existence. Society is not so much an aggregate of individuals, as the connections and relationships which these individuals have. ... Every new researcher when faced with the problems of human interaction finds that communicative problems are perhaps the most confusing "[3, 57].

In Great Britain “communication” is defined as follows: "exchange of messages between two or more parties, which is characterised by intentional use of mutually intelligible systems." This definition was developed by M. Hewstone and W. Stroebe [14, 27]. Many other definitions may vary in their wording, but, in fact, they mean the same thing.

As this definition rules out the possibility of interacting without deliberate intention, it cannot be considered as universal: habits and emotions are seen as impulses for communication without deliberate intention.

In the "Dictionary of Logic DEFORT" we can find: "COMMUNICATION" is the exchange of information between objects, bearers of natural or artificial intelligence, and later in the same dictionary we read that "interaction means the same as communication" [5, 162].

As N.A. Balandina rightly noted in her work, researchers present the phenomenon of communication in many studies as a method of modelling. "The building of communication models is used by researchers as a means of understanding the nature and mechanisms of human interaction. This process resulted in appearance of models of communication that reproduce the constituent elements and functional characteristics of the communication process in the form of diagrams. Naturally the content of a model depends on the concept of the researcher who has developed this model, the needs of the sphere of science, which it belongs to, etc. Although a model reproduces some features of the modelled object, it is not a "reflection of reality", let alone not a “reality itself” [2, 37].

For example, the model of Shannon and W. Weaver, describing the process of information transferring, consists of five elements: source, sender, channel, receiver, and the ultimate goal, which are arranged in a linear sequence [15, 76].

Later on the model was revised according to the advances in other scientific fields. After the revision the model obtained six

components: source, encoder, message, channel, decoder and receiver.

R.O. Jacobson interpreted ideas developed by C. Shannon. The context in the Jacobson's model includes the message content and information transferred; the concept of context is connected with the regulatory aspects of communication [12, 43].

This model and its variants are used to study the functions of language, as well as to analyse the operation of certain language units, speech and text generation.

All models prove the ambiguity of the communication process, which forces scientists to develop them taking into account various factors.

The pivotal role in models is assigned to the circumstances of interaction, in which an important component is a context. The circumstances are conditions, time and place of interaction, as well as psychological and social features of participants (psychosociosphere) [11, 35].

Therefore, communication cannot be described only as a process of exchange of meanings, ideas, data, etc. Communication consists of the exchange of necessary information, and in the establishing liaison between business partners. Language, linguistic personality, gestures, traditions and national character, etc, play a crucial role in intercultural business communication.

Cultural differences pose difficulties to intercultural business communication of business partners of different nationalities who constantly communicate with each other, solve problems related to their professional field. Knowledge of socio-cultural factors helps to eliminate common mistakes and misunderstandings in intercultural business communication, so recently the emphasis in foreign languages studies has been shifted to the socio-cultural factors and communication problems. Intercultural business communication is an art and its mastering can help overcome a

cultural shock, reach mutual understanding with a foreign business partner.

Intercultural business communication is determined not only by social factors, but also by stereotyped behavioural culture traditions of communicants. Business partners use a foreign language and simultaneously acquire cultural knowledge, as well as form the ability to understand the mentality of other languages speakers.

Intercultural studies were first carried out in the United States with the aim to identify and study the issues of cooperation among people belonging to various racial and ethnic groups. The development of intercultural communication theory is taking place under the conditions of differences in standards, values, thinking and behaviour specific to various cultures. From the perspective of a multicultural reality the communication process that occurs in different linguo-cultural systems results in mutual influence and interpenetration of cultures of societies' members.

The problem of parallel study of language and culture is not accidental. E. Hatch believes that culture consists of traditional ways of thinking, behaviour, etiquette, economic activity, etc, which are handed down from generation to generation and are reflected in the language as national realities [13, 27].

Nowadays the cultural framework of foreign languages studies has been broadened. This is proved in research of language and culture interrelation carried out by leading foreign linguists, psychologists and methodologists.

Linguoculturology is a discipline that studies the manifestation, reflection and integration of culture in language and discourse. It is directly connected with the study of the national worldview, the linguistic consciousness, specific features of the mental and linguistic complex [11, 34].

Language is a universal means of interaction and its study should not be confined to the extent of its system. Language functions as a means of existing private, public and social

experience in communication. Language is not only a means of interaction, but also as a means of world perception and cognition in the process of human interaction. Language as a social phenomenon consists of cultural, communicative, developing, educational and integrative and personal components.

The study of language units reflecting national and cultural characteristics of the native speaker – culture-bound terms, connotative and background vocabulary from the point of view of official-business parlance – promotes linguistic and cultural component of business communications.

In general, language regardless of the age, country or school of thought is a means of communication and the engine of thought. There are a lot of functions that are attributed to language. The connection between language and culture is obvious. It can be traced not only at the functional level, but also at the structural one. The main and basic function of culture is communicative.

Since language is a means of communication, it is a social and national phenomenon. Therefore, language reflects the world outlook and behaviour norms inherent in a particular language community.

Language accumulates and stores the prior knowledge about the referent. Language is a part of the social memory, a set of meanings forming the approximate basis of activities.

The interaction of culture and language from the standpoint of cultural and national identity and its sign nature are in the centre of interest of linguoculturology.

Human mind is ethnically determined. A certain system of social and ethnic stereotypes is at the heart of people's worldview and outlook. Ethno-cultural specificity is always traced in the genre of intercultural business discourse.

Ethno-socio-cultural factor is revealed in the national-ethnic characteristics of the thought wording. Mind is determined by the

ethnic stereotypes of behaviour and are not realised by the culture bearer.

Studying culture in terms of semiotics contributes to the creation of prerequisites for the functioning of linguoculturology in general meta-language both for culture and language.

Therefore, culture is dependent on mind, speech and behavioural patterns, systems of signs, socially transferred knowledge and experience.

For successful intercultural business communication participants need verbal cooperation to understand and use the knowledge available to the native speakers. According to the approach of V.N. Telia "culture deals with non-discrete way of thinking, it "speaks" the language of coherent and at the same time non-linear fuzzy categories; the conceptual understanding of culture categories is expressed in natural language "[11, 82]. This approach has given rise to the so-called 'linguosynergetic' theory of language (highly productive in relation to language of business) in terms of a holistic non-linear dynamic analysis [10].

Because of expanding international relations in various spheres problems of intercultural business communication gain a special importance when the communication process takes place in a mismatch of the national-cultural patterns of thinking and behaviour including situations of business cooperation.

We understand communicative behaviour as rules and traditions of interaction in the process of communication realised by a particular linguo-cultural group of people.

T. Astafurova singles out the following "types of communicative behaviour, which appear in: a) the specificity of communicative behaviour of foreign society (universally valid rules: rules and traditions); b) the peculiarities of communicative behaviour of business society representatives according to professional norms, rules and traditions of such a behaviour"[1, 59].



However, it is worth specifying the concept of "the goal of intercultural business interaction" and "circumstances of intercultural business interaction." The informal conversation between two businessmen can hardly be attributed to the intercultural business communication. To identify the conversation as a case of intercultural business communication, it should be a formal interaction between business partners of different nationalities and involve intercultural business oral or written verbal contact.

The speaker's intention as a social motive when entering into business contact influences the nature of intercultural business communication. So the initial intentions of communicants may be classified as idealising, neutral or denying. The consequence of the negative mood may be a simplification, underestimation or distortion of information.

The developing over time cognitive image of communicative situation acts as one of the conditions for successful intercultural business intercourse, text generation and its interpretation, and looking wider – cooperation. This image contains the cognitive awareness of conventions, ceremony norms, roles of communicative activities, i.e. it has a socio-cultural character. Information of socio-cultural nature is usually organised in the form of frames, scripts or schemes [4, 130].

The participants of this process are focused on achieving the goal. The regulated nature of the process (restrictions in national and cultural traditions, professional and ethical guidelines) is one of the specific features of intercultural business communication. Intercultural business communication includes transferring, exchanging and receiving business or professional information flowing from one business partner to another through verbal and non-verbal means of communication.

We consider intercultural business communication the most appropriate for our study, because it is wider and is defined as the transfer of information between business partners using audio-

visual means or without them. Consequently, we can talk about different kinds of communication – popular, political, public and other types of communication related to the exchange of information in various professional fields.

"Information transferring can be carried out in three communicative forms: 1) monologue, dominated by one-way information transferring from the communication initiator to information recipient; 2) dialogue, in which communicants interact being mutually active. This form of communication is characterised by the exchange of information. Achievement of an agreed solution becomes important in the dialogical form of communication; 3) polylogue, which is a form of a multilateral dialogue. The nature of this form of communication can be described as a struggle for taking the lead in communication, which has to be implemented as effectively as possible "[4, 56].

### **Conclusion**

*Intercultural business communication* is a complex process of establishing, maintaining and developing contacts between people of different nationalities in the professional field, originating in a mismatch of national and cultural stereotypes of thinking and behaviour and socially accepted rules and standards and as a result achieving business agreement between the parties concerned [8; 9].

In our study we analysed rather specific linguistic material that alongside regulatory and communicative situations of different business communication genres is based on episodes that demonstrate atypical verbal and non-verbal patterns.

Besides functional and pragmatic analysis of examples of different business communication genres that reflect stereotypes of verbal behaviour, special attention was paid to the etiquette rules of modern business field, which resulted either in successful business communication, or in a breach of its norms.

Professional human activity is characterised by the diversity of functions. Numerous scientific studies in this area indicate that

almost all professional activity of the person is associated with intercultural business communication (oral and written): a job interview, business meetings, negotiations, presentations, business correspondence, etc.

People of different occupations most of their time spend in intercultural business communication, as it is the most popular communication in society.

Thus, from the perspective of different sciences communication can fulfil a number of functions including: 1) informative; 2) interactive; 3) gnosiological; 4) axiological; 5) standard; 6) social, etc.

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### РЕЧЕВЫЕ СТРАТЕГИИ В КОНФЛИКТНЫХ КОММУНИКАТИВНЫХ СИТУАЦИЯХ АНГЛИЙСКОГО ЭКОНОМИЧЕСКОГО ДИСКУРСА

*В статье описывается прагматический потенциал средств речевого планирования в английском экономическом дискурсе. Речевые стратегии и тактики призваны гармонизировать конфликтное пространство профессионального общения. Автор подчеркивает, что адекватный подбор речевых средств приумножает их функциональный потенциал и усиливает прагматический эффект воздействия на слушателя.*

*Ключевые слова: функциональная прагматика, экономический дискурс, улаживание конфликта, речевые стратегии и тактики.*