

УДК 811.111

И.А. Воронова

Российский университет дружбы народов

О НЕКОТОРЫХ ЧЕРТАХ СОВРЕМЕННОГО БИЗНЕС ДИСКУРСА

В статье рассматриваются имеющиеся в настоящее время разработки отечественных и зарубежных исследователей в области бизнес дискурса, а также обоснования необходимости выделения бизнес дискурса как самостоятельного типа дискурса.

Ключевые слова: деловое общение, бизнес дискурс, функциональные стили.

I.A. Voronova

Peoples' Friendship University of Russia

ON SOME FEATURES OF MODERN BUSINESS DISCOURSE

The article deals with the researches of Russian and foreign scholars in the field of business discourse, as well as the substantiation of distinguishing of business discourse as an independent type of discourse.

Key words: business communication, business discourse, functional styles.

Introduction

The increasing role of business in the modern world enhances the topicality of study of language and communication in the business sphere. Increasingly, linguists chose closely related to business areas as the subjects of their studies, such as: business communication (N.G. Naumova, I.A. Sternin, S.V. Shilova, O.V. Yashenkova, C.L. Bovée, H. Johnson, etc.), intercultural business communication (N.V. Botvina, E.G.

Ganish, M. Clyne, F. Bargiella-Chappini etc.), official discourse (TV Chrdileli, LP Naumenko), etc. English business discourse is becoming more popular as a topical area of research. However, in many linguistic studies terms *business discourse* and *official discourse* are used as synonyms. Therefore, the objective of this article is to distinguish business discourse as an independent type of discourse. Achieving this objective involves the following tasks: specifying the definition of discourse and distinguishing the concepts of business discourse and official discourse.

The phenomenon of discourse draws attention of philosophy, literary criticism, semiotics, social psychology and especially, linguistics, namely, cognitive linguistics, cultural linguistics, psycholinguistics, pragmalinguistics etc. A lot of Russian and foreign linguists study the problem of definition of discourse and developing a typology of discourse.

N.D. Arutyunova defines discourse as the speech, which is considered as purposeful social action and a component of human interaction, mechanisms of their consciousness and cognitive processes, it is the speech "of life" (Arutyunova, 1990). Y.S. Stepanov argues that "discourse is "a language in language" presented in a particular social reality. Discourse exists primarily and mainly in the texts, but texts with a special grammar, special lexicon, special rules of word usage and syntax, special semantics – eventually – a special world" (Stepanov, 1998).

"Official discourse" and "business discourse" concepts under consideration

Russian linguistics traditionally defines "official" (or "economic") type of discourse. However, considering development of the modern society these terms are not interchangeable and it is necessary to distinguish the concepts of business discourse and official discourse. The term "official" is originally used to distinguish official functional style of language

from the conversational functional style of language. This term includes all types of professional discourse – political, economic and administrative. This means that the term "official" is too wide. In contrast, the term "economic" is too narrow if we speak about all the diversity of discourse in business sphere, such as production, trade, finance or management. Similar terms such as "commercial", "corporate", "negotiation" discourses, as well as "economic", mentioned in some studies, are only subspecies of a comprehensive concept of "business discourse".

At the same time, considering the increasing internationalization of the society and science (and hence the scientific language and terminology system based on English terms) the concepts which include the "business" element, such as, "business communication", "business rhetoric", "media business" are used increasingly in the modern world. That is why the term "business discourse" is more appropriate for the typology of discourse in business sphere and related areas as it covers all these aspects. This term has already appeared in works of Russian linguists (Z.I. Guryeva, Y.V. Taratukhina, L.M. Andryuhina E.N. Malyuga, E.V. Ponomarenko, D.S. Khrumchenko, etc.) and it is considered as preferable, correct and comprehensive and it is considered as preferable, correct and comprehensive. (Malyuga, 2011; Ponomarenko, 2013; Khrumchenko, 2014).

Business can be defined as any commercial activity aimed to get profit by providing someone with goods (products) or services in exchange for money (Brown, 2008).

There is no doubt that the world of business is a special world with its own special rules, its special terminology, and it should have its own specific discourse - business discourse. But how business discourse can be defined? As far as discourse in general is a multi-valued and multi-faceted concept, the definition of discourse as a set (or array) of thematically correlated texts, based on recognized definitions, can be taken as a basis (Karasik,

2002). According to this approach, business discourse can be defined as an open set of texts, integrated with business subjects (in the narrow sense), and as a verbalization of business communication (in the broad sense). The well-known Western European specialist F. Bargiela-Chiappini defines business discourse as "all about how people communicate, using talk or writing in commercial organizations in order to make their work done", as a "social communication in business context" (Bargiela-Chiappini, 2006).

In the modern theory of discourse one of the most important parameters of discourse are style and genre (Galperin, 1981).

In contrast to official discourse, genres of official functional style of language are not sufficient to achieve the objectives of the participants of business discourse. Genres and features of the official functional style are inherent to communication within the company between management and subordinates (in order to provide orders or information), with external partners during negotiations, transactions, etc. But they are not suitable for communication with customers in order to interest them in products or services of the company or persuade them to buy company's products or use its services. That is why it is necessary to distinguish business discourse as an independent discourse, separate from official one, although they can interact in certain cases.

Currently there are a number of theoretical studies in business discourse field. Significant achievements in this area have been made by R. and S. Scollon, V. Bhatia, F. Bargiela-Chiappini, A. Pennycook, X. Spencer-Oatly, L. Beamer, Ai. Warner, L. Putnam, G. Poncini, C. Nickerson etc. By the end of the 1990s it was identified the subject of study ("how businessmen use language to achieve their goals") and the basis of the methodology (Ehlich & Wagner 1995, Firth 1995, Ulijn & Li 1995, Bargiela-Chiappini & Harris 1997, Bargiela-Chiappini & Nickerson 1999), highlighted the links between business context and language, filled the gap

"between contextual business approach and text linguistic approach" (Charles, 1996).

Over the past two decades researchers attempt to analyze discourse in different areas and aspects of business using the techniques of conversation analysis, sociology and ethnomethodology. As the result of this analysis its key role was concluded: "conversation – is the life blood of all companies, and as such, it forms and it is formed by structure of the organization" (Boden, 1994).

The culture of corporate communication, management dialogue, transactional discourse and communication models in business have been covered in works of Daft & Lengel (1984), Beamer (1992), Trompenaars (1993), Scollon & Scollon (1995), Varner & Beamer (1995), Louhiala-Salminen (1997), Perkins (1999). Discourse as an expression of power takes an important place in the researches of Yeung (2004), Holmes (2000), Vine (2004). For instance, J.Fendt (2007) describes discourse of Chief Executive Officer (CEO). There are also linguistic studies of business meetings in terms of their pragmatic goals - an exchange of views or decision-making (Yamada 1990, 1992, 2002).

A. Johns (1980) analyzed the cohesion in the business correspondence, S. Jenkins and J. Hinds (1987) described the national peculiarities of British, French and Japanese business letters. We Maier (1992), Yli-Jokipii (1994), Gotti & Gillaerts (2005) studied different genres of business correspondence, Louhiala-Salminen et al. (2005) - the specifics of e-mail and fax messages.

The study of communication in business sphere is essential both for description and better understanding of its mechanisms and training students and businessmen more efficient means of communication (in particular, using of a foreign language skills). As a material can be used real or experimental, authentic or simulated data, as well as their combinations depending on the purpose of researchers (for instance, authentic advertising texts in

combination with the text manipulation by Nickerson, Gerritsen & van Meurs 2005).

With regard to the methodology of discourse studies one of the most frequently used method is "case study", especially in combination with critical analysis. It is used by Sh. Livesey in a number of publications on corporate discourse of Shell, McDonalds and ExxonMobil (Livesey 1999, 2001, 2002) and Perkins (1999) in the description of the business context of Vision Corps. J. O'Rourke (2006) presents set cases for managerial communication studies during the transitional period.

Conclusion

In Russian linguistics business discourse is new and under-investigated area, but there are a number of dissertations devoted to this topic: V.V. Kuznetsova (2005) explores the corporate principles of English group professional discourse, V.A. Ponomarenko (2007) describes the phraseological units of business discourse, S.J. Turin (2003) - his lexical and phonetic features, N.A. Balandin (2004) analyzes the discourse of negotiations in English for business communication, N.S. Fedotova (2005) – the concept of "guarantee" in English business discourse, Y. Danyushina (2011) – English network business discourse. Business discourse is an object of research of both Russian and foreign linguists.

To conclude, considering the trends of the modern linguistics it seems appropriate to distinguish business discourse as a separate and independent type of discourse with its own genre and stylistic characteristics, although interaction and intersection of official and business discourse in certain circumstances cannot be excluded.

ЛИТЕРАТУРА

1. Арутюнова Н.Д. Дискурс // Лингвистический энциклопедический словарь. М., 1990. С. 136 - 137.

2. Карасик В. И. Языковой круг: личность, концепты, дискурс [Текст]: моногр. / В.И. Карасик. – Волгоград: Перемена, 2002.
3. Литвинов А.В. Типологическая классификация произведений делового дискурса // Вестник Университета Российской академии образования. – 2010. – № 5. – С. 161-166.
4. Малюга Е.Н. Англоязычный профессиональный жаргон в деловом дискурсе. // Вестник Воронежского государственного архитектурно-строительного университета, Серия «Современные лингвистические и методико-дидактические исследования». – 2010. – № 2 (14). – С.11-17.
5. Малюга Е.Н. Основные характеристики профессионального языка // Вестник Самарского государственного университета. Гуманитарная серия. – 2011. – № 1/2 (82) – С. 133-138.
6. Пономаренко Е.В. О функциональной самоорганизации речевых средств в английском деловом дискурсе // Вестник Самарского государственного университета. Гуманитарная серия. – 2013. – № 5 (106). – С. 80-84.
7. Степанов Ю.С. Язык и метод. К современной философии языка. М.: Язык русской культуры, 1998. С. 670.
8. Храменко Д.С. Английский деловой дискурс в развитии: функционально-синергетические аспекты. – Тула: ТГПУ им. Л.Н. Толстого, 2014. – 272 с.
9. Bargiela-Chiappini F., Nickerson C., Planken B. Business Discourse. Palgrave Macmillan, 2006. P. 3.
10. Boden D. The business of talk. Organizations in action. London : Polity Press. 1994.
11. Brown B. J. Introduction to Business [Text] 14: monograph / B.J. Brown, J. E. Clow. – Woodland Hills, CA: McGraw-Hill, 2008.

12. Charles M. Business negotiations: Interdependence between discourse and the business relationship. English for Specific Purposes. 1996. P. 20.
13. Galperin I. R. Stylistics [Text]: 3rd ed. / I. R. 15. Galperin. – M.: Higher School, 1981. – P. 312-318.

REFERNECES

1. Arutyunova, N.D. (1990). Diskurs [Discourse]. *Lingvisticheskii entsiklopedicheskii slovar'*. M. 136 - 137.
2. Karasik, V.I. (2002) Iazykovoii krug: lichnost', kontsepty, diskurs [Linguistic Circle: Personality, Concepts, Discourse] Volgograd: Peremena.
3. Litvinov, A.V. (2010). Tipologicheskaiia klassifikatsiia proizvedenii delovogo diskursa. [Typological classification of business discourse works]. *Vestnik Universiteta Rossiiskoi akademii obrazovaniia*, № 5, 161-166.
4. Malyuga, E.N. (2010). Angloiazychnyi professional'nyi zhargon v delovom diskurse. [English professional jargon in business discourse]. *Vestnik Voronezhskogo gosudarstvennogo arkhitekturno-stroitel'nogo universiteta, Seriia «Sovremennye lingvisticheskie i metodiko-didakticheskie issledovaniia»*, № 2 (14), 11-17.
5. Malyuga, E.N. (2011). Osnovnye kharakteristiki professional'nogo yazyka [Basic characteristics of professional language] *Vestnik SamGU, Gumanitarnaya seriya*, № 1/2 (82). P. 133-138.
6. Ponomarenko, E.V. (2013). O funktsional'noy samoorganizatsyi rachevykh sredstv v angliyskom delovom diskurse [About Functional Self-Organization of Verbal Means in English Business Discourse]. *Vestnik SamGU, Gumanitarnaya seriya*. № 5 (106). – P. 80-84.
7. Stepanov, Y.S. (1998). Iazyk i metod. K sovremennoi filosofii iazyka. [The language and method. To

contemporary philosophy of language]. M.: Iazyk russkoi kul'tury.

8. Khramchenko, D. (2014). Angliyskiy delovoi diskurs v razvitii: funktsional'no-sinergeticheskie aspekty [English Business Discourse in Evolution: Functional-Synergetic Aspects]. Tula: L. Tolstoy TGPU.
9. Bargiela-Chiappini, F., Nickerson, C., & Planken B. Business Discourse. Palgrave Macmillan, 2006. P. 3.
10. Boden, D. The business of talk. Organizations in action. London : Polity Press. 1994.
11. Brown, B. J. Introduction to Business [Text] 14: monograph / B.J. Brown, J. E. Clow. – Woodland Hills, CA: McGraw-Hill, 2008.
12. Charles, M. Business negotiations: Interdependence between discourse and the business relationship. English for Specific Purposes. 1996. P. 20.
13. Galperin, I. R. Stylistics [Text]: 3rd ed. / I. R. 15. Galperin. – M.: Higher School, 1981. – P. 312-318.

УДК 811

Д.А. Добродеева

Российский университет дружбы народов

ОСОБЕННОСТИ ПЕРЕВОДА ТЕРМИНОВ В НЕФТЕГАЗОВОЙ ПРОМЫШЛЕННОСТИ

В статье рассматриваются особенности и структура нефтегазовой терминологической системы в контексте научно-технической литературы. Автором предложен анализ взглядов исследователей, изучающих основные способы перевода терминов, применяемых именно в данной отрасли. Значительное внимание уделяется трудностям, с которыми может столкнуться переводчик в ходе работы над подобными текстами. Автор полагает, что на основе