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**ГЛОБАЛИЗАЦИЯ КАК ОСНОВНОЙ ФАКТОР
ИЗМЕНЕНИЯ СОВРЕМЕННОГО АНГЛИЙСКОГО
УПРАВЛЕНЧЕСКОГО ДИСКУРСА**

В статье анализируются основные тенденции изменений современного английского языка управления на примере текстов по менеджменту. В качестве теоретической базы исследования используются основные методы дискурсивного анализа, критический, функциональный, когнитивный и социолингвистический подходы. Материалом исследования являются 11 статей на тему менеджмента, взятые из журнала Экономист, а также аутентичные учебные материалы, используемые в высших учебных заведениях для подготовки будущих менеджеров.

Ключевые слова: глобализация, управленческий дискурс, деловой английский, критический подход, функциональный подход.

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**GLOBALIZATION AS A MAJOR FACTOR OF
CHANGES IN MODERN ENGLISH MANAGERIAL
DISCOURSE**

The article deals with the main tendencies in modern Management English drawing on the example of management texts. The investigation is conducted on the theoretical basis of discourse analysis, critical, functional, cognitive and sociolinguistic approaches. The subject of the research is 11 articles on management taken from the Economist and authentic course book materials used at universities for the preparation of

future managers.

Key words: globalization, management discourse, Business English, critical approach, functional approach.

Introduction

After many years of linguistic researches and life experience linguists have concluded that language among others has been developing under one major factor – globalization (Malyuga, 2011; Khramchenko, 2014). The world communities tend to interact intensively with each other. Therefore the concept of globalization (firstly defined in 1951) has become part and parcel of modern world in XXI century. In 1990 the globalization (or the globalisation) was defined as “the process of international integration arising from the interchange of world views, products, ideas and other aspects of culture” (Albrow, King, 1990). Due to the increasing globalization human mankind faced the necessity of sharing ideas and carrying on trade globally. In this respect English language has become a key means serving the globalization as a whole and the process of sharing information in particular.

Globalization has started the ball of Business English rolling and helped it to span all over the world. Today the process of Business English formation is still in a progress and it has already spread to different spheres of business world. The use of English language for international communication and in purpose of economic activities has increased due to the process of globalization. And, speaking globally, the aim of the present research is to find out what lexical peculiarities are inherited in Business English. But as far as Business English is not universal for all spheres of Business we are going to focus on management as an essential part for any business activity.

Methods and materials

In the interests of the present research we followed one well-known concept and considered discourse as a verbalized act which concerns particular culture, society and even a phase of

history.

This research is aimed to investigate discourse from the perspective of sociolinguistic. This allows us to trace main tendency in modern language and suggest factors that might affect it (company's hierarchy, type of company and its management style).

In terms of the present investigation we also tend to employ functional approach to language analysis and pay great attention to the functions which language should serve in the sphere of management. When analyzing managerial discourse we are going to use cognitive approach, which considers language as a tool of knowledge. On the other hand in critical approach to discourse analysis researchers consider language as a means of power and managerial control.

In the interests of in-depth analysis our main focus is on authentic materials. Among all the variety of materials, in our opinion newspaper articles on management and a course book on management written by native English people will provide us a better understanding of lexical peculiarities of managerial discourse.

Results

The demand for language of management in present-day world is on the increase due to growing globalization and the tendency to work and communicate globally. Regardless cultural differences employees from both companies should operate with the same terminology and follow the common business ethics.

The basic distinctive feature of discourse is that it develops under the changes in business world and the world of management. It is sensitive to company's corporate culture, unwritten rules etc. It also undergoes trends in business world like globalization, frequent mergers and acquisitions in spheres of business, international recruitment and so on.

The vocabulary of analyzed newspaper articles indeed may be divided into four basic groups: General English Words, General

Business English Vocabulary, General Business Terminology, Specialized Terminology. However, there are frequently used other linguistic means like borrowing from military sphere and healthcare, investment terms, jargon, informal words and phrases, constructions with “to make” and lexis for describing trends. They characterize the language of Management as a very dynamic one. And as far as Management is volatile sphere, in newspaper articles the lexis for describing trends is frequently used.

Moreover the present research aims at identifying lexical peculiarities of the course book – “Principles of Management”, written by Mason Carpenter, Talya Bauer and Berrin Erdogan. Beside General English Words, General Business English Vocabulary, General Business Terminology, Specialized Terminology the course book is characterized by frequently used stylistically coloured expressions, informal phrases and names of various types of managers at different levels in organizational structure. The informality of certain expressions may be also explained by the globalization. If previously course book materials had to follow strict rules of formal language and use predetermined phrases, now the formality is not that much important. The key goal of educational materials is not to follow linguistic rules but to teach a reader. Therefore the author is free to choose the language for his/her course book. But the chosen language is to serve the core process education – process of transferring knowledge.

Conclusions

The present research has proved the necessity of studying lexical peculiarities of managerial discourse since it has revealed the close interrelationship between changes in business and changes in the lexicon of managerial discourse. These changes may be crucial for everyday communication not only among managers in huge transnational companies, but it may also be very important for future managers at different corporate levels.

We have proved that lexical peculiarities of managerial discourse can be researched through unconventional materials like newspaper articles and educational materials, since in modern world it is no more restricted by investigations of only business correspondence or company's documentation. We have concluded that the vocabulary of up-to-date newspaper articles is distinctive with frequent use of informal and stylistically coloured expressions. The same tendency can be traced in the changes of educational materials. Instead of conventional formal and well-determined vocabulary the authors of the analyzed book extensively use informal linking phrases and even jargon. After studying the materials provided by the authoritative business newspaper *The Economist*, it can be concluded that the newspaper vocabulary in management sphere is quite specific and differs significantly from the language used in literature, scientific and journalistic articles and conversational speech.

Probably such shifts from formal to informal is caused by globalization which roughly speaking is making any communication more informal. Besides, the prevalence of the informal language and emotive expressions in the educational materials can be explained by the authors' desire to make the learning process more smooth and effective.

In our opinion, managerial discourse is experiencing some changes which take place not only in the world of management, but also in business world and even interpersonal relationships. Formal boundaries between managers and subordinates are gradually disappearing. Companies tend to implement a strategy of leadership and build trusting relationship among staff. Indeed status-oriented communication with deliberately unequal participants is gradually being replaced by more informal one. It is believed that the informal atmosphere inside the company allows achieving better results in a shorter period of time. Thus, the learning objectives of future managers also are better achieved by providing educational materials with more informal

lexical structure.

Probably this trend will continue and the boundaries between formal and informal discourse will be completely eliminated. In this case managerial discourse will be integrated into everyday life to even a greater extent. Consequently it means that person-oriented discourse within casual communication will absorb more specialized terminology. And on the opposite, managerial and other discourses will become more informal and loose. Apparently all the changes and transformations of managerial discourse will be closely interrelated with shifts in contiguous business areas.

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**КЕЙС СТАДИ КАК ОСНОВНОЙ МЕТОД
ФОРМИРОВАНИЯ КОММУНИКАТИВНОЙ
ПРОФЕССИОНАЛЬНОЙ ИНОЯЗЫЧНОЙ
КОМПЕТЕНЦИИ**

В статье обосновывается целесообразность использования кейс стади как одного из наиболее важных методов формирования делового и профессионального английского языка. Преимущества данного метода обучения состоят в том, что он позволяет осуществлять не только профессиональную иноязычную подготовку, но и способствует формированию профессиональных навыков, критического и аналитического мышления, умению