

УДК 811.111

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**К ВОПРОСУ О ПЛАНИРОВАНИИ  
ФУНКЦИОНАЛЬНОГО ПРОСТРАНСТВА  
АНГЛИЙСКОГО ДЕЛОВОГО ДИСКУРСА:  
ЛИНГВОСИНЕРГЕТИЧЕСКИЙ ПОДХОД**

*Статья посвящена проблеме лингвосинергетического анализа коммуникативных стратегий и их роли в прагматической эволюции функционального пространства английского делового дискурса. Автор излагает особенности лингвосинергетической концепции планирования функциональной перспективы англоязычного бизнес-общения с учетом специфики внешней среды делового дискурса, целевых установок коммуникантов, режима взаимодействия между субъектами речи. Функционально-синергетическая трактовка коммуникативных стратегий и тактик позволяет по-новому взглянуть на динамичный процесс формирования английского делового дискурса. Теоретический материал в статье подкреплен подробным функционально-синергетическим анализом иллюстративного материала.*

*Ключевые слова: коммуникативные стратегии, коммуникативные тактики, лингвосинергетика, деловой дискурс, прагматика, функциональная лингвистика*

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**PLANNING THE FUNCTIONAL FIELD OF BUSINESS  
ENGLISH DISCOURSE: LINGUOSYNERGETIC  
APPROACH**

*This article is devoted to functional-synergetic analysis of the choice of communicative strategies in the process of pragma-semantic evolution of Business English discourse functional field. The author suggests an original linguosynergetic conception describing the discursive mechanism of planning the functional perspective of Business English communication which considers tendencies of the discourse external environment, a variety of speakers' goals, a specific way of interaction among the interlocutors. Functional-synergetic understanding of communicative strategies and tactical means gives an opportunity to study the dynamic process of Business English discourse development in a brand-new way. The ideas, presented in the article, are backed with detailed functional-synergetic analysis of empirical material.*

*Key words: communicative strategies, communicative tactics, linguosynergetics, Business discourse, pragmatics, functional linguistics*

**Introduction**

Functional linguistics traditionally puts focus on the problems of strategic planning of Business English discourse and tactical means used by interlocutors to achieve their goals. This can be explained by the desire to research specific rhetorical effect of various communicative patterns as well as by absence of unified terminology and necessity to further investigate the essence of this issue considering and, if possible, reinterpreting all the data collected by linguists in order to create a “holistic” image of

dynamic functional field which could represent cooperative interaction of pragma-semantic components bringing about the communicative intention (Berger, 1996; Halliday, Fawcett, 1987; Newmeyer, 1991). Functional linguosynergetics gives an opportunity to fulfill the above mentioned task. Being a branch of functional linguistics, it deals with the functional properties and self-optimizing processes of verbal speech in modern English discourse. The goal of this article is to demonstrate a brand-new way of approaching communicative strategies and tactics with the help of synergetic methodology.

### **Methodology**

According to functional linguosynergetics, semantic and pragmatic fields of English discourse can be regarded as a complex open nonlinear non-equilibrium system which interacts with the external environment (interlocutors' mind and current communicative situation), is capable of self-optimization while alternating between stages of chaos and order and progresses towards the functional attractor (the most ordered system area), i.e. communicative purpose. Self-optimization means that new functional-semantic properties are generated according to the principle, formulated by L.V. Shcherba in his book "The Language System And Speech": the meaning of the whole communicative block doesn't coincide with the mere 'sum' of meanings of all its components (Shcherba, 2004). Though L.V. Shcherba never used the terminology of synergetics, his ideas help to understand the phenomenon of functional self-regulation of speech. Self-optimization is based on nonlinearity, defined as a result of all impacts on a system which isn't equal to the sum of results of individual impacts. Thus, we can describe this effect with the help of a formula "two plus two makes five".

Functional-linguosynergetic theory has been developed in the works by E.V. Ponomarenko to find out verbal means of complex impact on human mind and feelings during communication and to represent the dynamics of a discourse functional perspective as a

transparent process of system elements cooperation in an attempt to attain the communicative purpose (Ponomarenko, 2010).

### **Functional-Synergetic Analysis of Communicative Strategies**

Before the beginning of any speech act, the Business English discourse semantic system already has several possible alternative ways of future development. Each of them leads either to a functional attractor or the system collapse. The interlocutors plan both the outcome of communication and the scope of measures to be taken to achieve their objectives and secure the trajectory of pragma-semantic evolution through actualizing available tactical means. Depending on the relevant factors of the external environment (e.g. extralinguistic circumstances and other participants' intentions), the chosen tactics can generate/reorganize the semantic field.

Therefore, from the point of view of functional linguosynergetics communicative strategies are trajectories or vectors of potential discursive pragma-semantic system development on the way to a certain preplanned functional attractor. Having in mind the communicative purpose, the speaker forms a sequence of discursive elements, taking their functional properties into consideration, and thus influences the recipient's pragmatic field. Such an impact has a complex nature due to the creation of multilevel synergetic system of structural-semantic ties of the discourse. The area of the system which attracts functional elements (i.e. the attractor) can be represented by specific components serving as "material" embodiment of the communicative purpose in case of a verbalized attractor, e.g. the following situation from "The Business" by Iain Banks:

*Dessous studied the end of his cigar. "How proud are you to be part of the Business, Telman?"*

*"I'm proud. I don't know of any internationally accepted scientific unit of measurement of pride."*

*"You put our collective good above your own interest?"*

*I tried my coffee again. Still too hot. "Are you asking me to surrender some of my stock options, Jeb?"*

*He chuckled. "Nope, I'm just trying to find out what the Business means to you." (Banks, 2006)*

In other cases system elements, which are moved in the same direction, cooperate, activating interaction between the semantic system and the external environment. In the process of discourse perception the recipient's mind is provoked to generate ideas that the speaker may need. So the functional attractor stays un verbalized, e.g. the extract from a telephone conversation between Alvin Seagram, the CEO of National Union, and Kate Blackwell, one of the most powerful women in the world who owns an international corporate giant called Kruger-Brent:

*"Yes, there is five-million-dollar trust fund in Eve Blackwell's name. Your bank is perfectly free to advance any amount of money you wish against it. However, I think it only fair to caution you that Kate Blackwell would consider it an unfriendly act."*

*There was no need for Brad Rogers to spell out what the consequences could be. Kruger-Brent had powerful friends everywhere. And if those friends started pulling money out of National Union, Alvin Seagram did not have to guess what it would do to his career (Sheldon, 2005).*

Functional-synergetic analysis helps "visualize" how the strategic plan is being carried out as the discourse gradually progresses in the process of pragma-semantic field evolution. For example, in the "Case Study" section of the famous business language course book "Market Leader Upper" one can find the following dialogue between Claudia Northcott, who works in a company called Crawford, and the managing director Carl Jansen:

*KJ: Well, Claudia, thank you very much for coming to see me. Erm, what exactly is the problem in the general office?*

*CN: Well, it's a bit difficult to say, to explain, but one of the problems, the main problem seems to be that Derek is, we think,*

*I'm speaking on behalf of the part-timers...*

*KJ: Uh huh.*

*CN: Well, we think Derek is giving too many hours to Petra.*

*KJ: I see.*

*CN: And well, this makes the rest of the part-timers feel, well between irritated and angry, really.*

*KJ: Right.*

*CN: And it's now become very obvious, I have to say.*

*KJ: And is it affecting the work of the department, would you say?*

*CN: Oh, I don't know about that, but it does mean that, er, if she has so many hours, one wonders how well she can do the work on a part-time basis, but also it means that there are one or two of us who would quite like the extra hours, and don't get a chance, or haven't been given a chance.*

*KJ: Er, well that's obviously unfair.*

*CN: Although it's work we could do equally well, we are sure, it's nothing personal, nothing against either Derek or Petra, but we would like a bit more openness, a bit more transparency about what's going on.*

*KJ: Right. So this is obviously a situation that we'll have to deal with (Cotton, Falvey, Kent, 2006).*

Claudia sets a meeting with the manager to discuss a very delicate topic of her boss Derek's lack of professionalism. There is no competition between the interlocutors' semantic subsystems as the participants belong to different levels of the company's hierarchy.

Carl's communicative purpose is to hear out his employee, let the woman tell her side of the story, making a decision only after thorough analysis of all the viewpoints. When talking to Claudia Carl uses simple unextended sentences with words that prove his attention to what she says (*Uh huh, I see, well, Right*) and allow the discursive subsystem to develop towards Claudia's functional attractor. As a result, emerging system fluctuations are

minimized, and the discourse continues its evolution along the planned trajectory which helps sustain productive vertical business communication without any conflicts.

Claudia's strategy presupposes achievement of several objectives: informing Jansen about the negative situation in the office; depersonalizing the complaint and stressing the fact that she represents all the staff members; enriching the discourse with pragmatic components that show objectivity of the claim. Northcott's nervousness and awkwardness at the initial stage of semantic field development obstruct the interaction between her subsystem and the external environment (Claudia's mind). This is manifested in the incomplete character of Claudia's first utterance, double nomination of such elements as *problem* and *we think*, filled pauses of hesitation (*but it does mean that, er, if she has so many hours*). The woman avoids direct answer to Carl's question about negative consequences Derek's behaviour may have (*Oh, I don't know about that*) as she prefers to let Carl come to his own conclusions and not to enunciate her personal critical opinion. Implanting elements *we think, I'm speaking on behalf of the part-timers, makes the rest of the part-timers feel, one wonders, we are sure* to the system gives Claudia a chance to keep away from the charges highlighting her role as that of a spokesperson for the staff. Introduction of the phrase *nothing personal, nothing against either Derek or Petra* in the last utterance is aimed at persuading Carl to believe that Northcott is sincere and doesn't have a hidden agenda. A set of simple tactical means helps Claudia create an impact on the manager's pragma-semantic subsystem, persuading him to support her point of view and admit the seriousness of the problem in the central office (*well that's obviously unfair, this is obviously a situation that we'll have to deal with*).

The evolution of the Business English discourse extract under analysis comes to an end when the most convenient mode of functioning is achieved, i.e. the system is driven to the verbalized

functional attractor, perceived fully by Carl Jansen. Thanks to the synergetic nature of Business English communication, operating tactical language means of executing strategic plans secures the direction of functional elements movement and contributes to the formation of the pragma-semantic field which modifies the external environment of the discourse, i.e. influences the recipient's decision-making.

#### **Results of the Analysis**

Functional-synergetic analysis of different genres of both oral and written Business English communication makes it possible to model the main steps of strategic speech act planning. The scheme of the development of Business English discourse functional field from the viewpoints of linguosynergetics and communicative strategies consists of the following stages:

#### **1. The formation of the interlocutors' awareness about the final result of the system's semantic evolution, i.e. the functional attractor**

Before the communication itself, the participants, who perform specific status-related roles, know exactly what objectives they need to achieve (Malyuga, 2008; Malyuga, 2010). At this stage each of the people formulates the goals and realizes what the most appropriate outcome of the conversation is. The basis for the creation of discursive subsystems is built under the influence of the external environment (the speakers' mind and communicative situation), and the direction for the movement of the functional elements is formed.

#### **2. The forecast of other participants' motivation, purposes and goals**

It is one of the most important stages of pragma-semantic field development. The system is getting structured and the sequence of its components is about to be programmed.

#### **3. The search for the crossing area between multiple potential system attractors and the preplanned ideal attractor**

Having analyzed the motivation and objectives of other



members of the future conversation, the participants try to find the common ground between their goals and those of their counterparts. The choice of a verbal behaviour pattern is defined by the tendencies of the external environment, genre conventions and regulations, e.g. H.P. Grice's rules.

**4. The choice of the discursive subsystems co-functioning mode as an aftermath of interaction with the external environment (the participants' mind)**

At this stage each of the interlocutors has to decide which of the possible two ways he/ she should choose: "win-win" mode or "win-lose" mode of pragma-semantic field formation. This choice shows whether the participants will do their best to harmonize the discourse and be ready to make a compromise for the sake of their partners' interests (then the chances to obtain the ideal attractor are low, though the possibility of successful communication is high) or they will opt to uphold their views, resisting other participants' attempts to reassure them. In the latter case competing pragma-semantic subsystems are formed. These subsystems will later try to secure their own trajectories of discourse evolution, leading to the ideal functional attractor planned at stage 1.

**5. The interaction between pragma-semantic subsystems (at this stage interlocutors use tactical means to pursue their strategies)**

When all the parameters of system evolution are set and definite communicative strategies are chosen it's time to form the multilevel synergetic system of structural-semantic ties of Business English discourse and structure/ restructure its functional perspective with the subsystems either competing or cooperating. Nonlinearity of the discursive system and the existence of many ways of potential system development mean that the participants have to thoroughly select relevant tactical means, i.e. effective rhetorical means which can modify the semantic field and secure the most appropriate trajectory of

functional element movement towards the targeted attractor.

Tactical means set pragma-semantic system elements to motion and ensure dynamic alternation of chaos and order necessary for the balanced discourse evolution. Tactics also actively integrates separate pragma-semantic elements into one functional-synergetic whole, initiating their joint cooperation to keep the system “alive”. Thus, the selection of tactical verbal means and their introduction to the discourse allows the speaker to control and manage the process of communication, manipulate other people, artificially creating circumstances for the system to make an impact on the external environment such as the listener’s mind by activating, blocking and sometimes modifying this person’s cognitive concepts and frames.

#### **6. The outcome of the system development**

At this final stage of functional field evolution there are several possible scenarios that summarize the results of business communication and show how effective the chosen tactical means were:

a) the subsystems get as close to each other as possible and occupy the area of mutually beneficial functional attractor (for the “win-win” mode);

b) the achievement of a certain functional attractor as a result of one subsystem’s domination over the others (for the “win-lose” mode);

c) the failure to achieve a functional attractor and the collapse of the Business English discourse pragma-semantic system.

Hence, functional-synergetic analysis of the discourse gives an opportunity to see strategic planning of Business English functional perspective from a new angle and justifies the necessity to further investigate the problem.

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УДК 811

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**ЛИНГВИСТИЧЕСКИЕ ОСОБЕННОСТИ  
АНГЛОГОВОРЯЩИХ И РУССКОГОВОРЯЩИХ  
ПОЛЬЗОВАТЕЛЕЙ МИКРОБЛОГА «ТВИТТЕР»**

*Данная работа посвящена изучению особенностей коммуникативного процесса в виртуальном пространстве. Предмет – общие и специфические закономерности речевого поведения. Задачи: описать, проанализировать и охарактеризовать особенности коммуникации. Методы исследования: структурный анализ, сопоставление, обобщение, наблюдение. Новизна - одно из первых исследований, посвященных сопоставительному изучению речевого поведения англо- и русскоязычных пользователей микроблога Твиттер.*

*Ключевые слова: Интернет блог, микроблог, Интернет жанр, Интернет-коммуникация, язык.*

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**LINGUISTIC FEATURES OF ENGLISH AND RUSSIAN  
SPEAKING USERS OF MICROBLOG "TWITTER"**

*This article examines the characteristics of the communication process in the virtual space. Subject - general and specific*