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С.Н. Попова, Т.А. Лукьянова

Российский университет дружбы народов

СИНТАКСИЧЕСКАЯ МОДАЛЬНОСТЬ И ЕЕ ПРИМЕРЫ В ЭКОНОМИЧЕСКОМ ДИСКУРСЕ

В статье рассматривается проявление авторской оценки в рамках синтаксиса экономического дискурса. Обсуждается вовлечение автора в газетные и публицистические тексты экономической направленности с помощью различных языковых средств на разных уровнях языковой системы и подчеркивается, что одним из этих средств является выразительность, которая может быть представлена через категорию модальности. Подчеркивается, что именно синтаксический уровень позволяет автору имплицитно выразить более яркое проявление авторской оценки, являясь способом показать свое отношение к высказыванию, не обязательно в буквальной форме испытываемого биологического чувства, чтобы снять с себя чрезмерную ответственность и предотвратить возможные негативные последствия выражения своего собственного мнения. Важной целью исследования является выявление и классификация синтаксических средств, используемых в экономическом дискурсе,

выражающих авторскую субъективную оценку на примере статей журнала the Economist. Исследовательский подход смешанного метода со сбором теоретической информации и семантическим, дедуктивным и количественным анализами собранных данных позволяет продемонстрировать классификацию синтаксических средств, несущих авторскую оценку. В результате представляется возможным выделить девять средств синтаксической модальности. Результаты, полученные в ходе исследования, представляют практическую ценность для дальнейшего исследования экономического дискурса и способствуют развитию гипотезы о его оценочной составляющей, опровергая суждение о том, что язык текстов экономической направленности можно считать полностью лишенным субъективной составляющей.

Ключевые слова: экономический дискурс, оценочность, авторская вовлеченность, синтаксическая модальность, имплицитность

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S.N. Popova, T.A. Lukianova

RUDN University

SYNTACTIC MODALITY AND ITS EXAMPLES IN ECONOMIC DISCOURSE

The research is devoted to the analysis of the author's assessment realization through the syntax in the framework of the economic discourse. The author's involvement in newspaper and journalistic texts of economic orientation is implied with the help of various linguistic means at different levels of the language system and one of these means is expressiveness that can be represented through the category of modality. It is precisely the syntactic level that allows an author to implicitly express a more vivid manifestation of the author's assessment, being a way to show his or her attitude to the statement, not necessarily in its literal form of an experienced biological feeling to decline excessive responsibility and prevent possible negative aftermath of expressing his or her own opinion. The research aims at identifying

syntactic means used in economic discourse that express the author's subjective evaluation in the framework of articles from the Economist magazine. The mixed-method research approach with theoretical information collection and semantic deductive and quantitative analysis of the data collected allowed us to demonstrate the classification of syntactic means carrying the author's assessment. As a result, nine means of syntactic modality were distinguished. These results would help in the further research of economic discourse and contribute to the development of the hypothesis about its evaluative component, denying the judgment that the language of economics can be considered purely objective.

Keywords: economic discourse, evaluation, author's involvement, syntactic modality, implicitness

Introduction

The linguistics of the 21st century deals with such a diverse and multifaceted phenomenon as discourse. Linguists are actively showing their interest in the study of its theoretical and applied nature, the ratio of both linguistic and extralinguistic factors, as well as various discursive types. Some linguists equate concepts of discourse and text, others argue that text is the end product of discourse as a speech process. Some scholars distinguish between written and oral forms of the two concepts. Nowadays, the linguistic society asserts the hypothesis of text and discourse being dissimilar, although many definitions of these concepts can be provided one through another.

Being a variety of institutional discourse, economic discourse is a specialized cliched kind of communication between people who may not know each other, but are to communicate, often within the framework of an institutional arrangement in accordance with the norms of this arrangement (Karasik, 2016).

Considering the diverse character of discourse research and the fact that discourse analysis aroused scientific interest not that long ago, it is important to point to the fact that to the present a huge amount of work has been executed in the field of discourse research and analysis. However, despite a large number of its investigation, it is still impracticable to come up with its one generally accepted notion. Neither it is possible to confirm the constitution of a holistic discourse theory. This is potentially the reason that contributed to the wide popularity

acquired by this term in recent decades as different understandings successfully serve different conceptual needs and modify more traditional ideas about speech, text, dialogue, style and even about language. Discourse is a multidimensional and multi-valued concept. This is a linguistic representation of reality, a linguistic code of life. Everything that happens in the history of mankind, nation, people, society and its various spheres: medicine, politics, religion, economics, and so on, has its reflection in language (Yevtushina, Kovalskaya, 2014).

Theoretical background

The development of both internal and external economic relations and the emergence of new economic issues generates a need to describe the patterns and specifics of the essence of economic discourse (Malyuga & Chernysheva, 2017). It is obvious that economic discourse intends primarily to highlight the state of affairs in the economic field by providing objective facts (Chertousova, 2016). By its goal-setting orientation, this category of material does not imply the author's interference in the informative sphere, that is, distortion or refraction of the facts. On the other hand, economic discourse has certain practical aims, which are impossible to be implemented without the use of linguistic means and techniques that allow to attract the society and have the necessary impact on the course of communication. That is why it is worth noting the significant role of the author's intervention in the content of the discourse of economics.

The language of economic discourse is closely linked to the processes of rapid human society development, it quickly adopts them and thereby has a constant influence on human thoughts and ideas. It is in the language of economic discourse that reflects new tendencies in modern linguistics (Dyakonova, 2021).

It is generally believed that the language of economics is characterized by an extremely objective character, even in economically oriented articles (Razhina, 2021). On the one hand, economic discourse implies strictly regimented interaction in the professional field, excluding any degree of personal involvement. On the other hand, it has certain objectives, which are impossible to achieve without the use of linguistic means and speech technics that allow you to attract the target audience and have the necessary impact on the course of communication (Arutyunyan, 2017).

At present, linguists started to put emphasis on the study of the emotional component of economic discourse within any language system levels. For instance, E. Y. Vyguzova states that the economic situation in the framework of this discursive type created and viewed by its participant always passes through his or her consciousness and is realized in linguistic structures expressing evaluation. At the same time, the author always expects that his assessment will be decoded in accordance with a socially approved axiological standard. Compared to the written and nonspontaneous type of speech, economic discourse "filters out" emotions, that is, the addressee of the discourse tries to exclude them. In this case, emotionality is generally disguised in the semantic structure of discursive words (Vyguzova, 2014).

E. N. Malyuga emphasizes that due to the crisis escalation, there is an increasing tendency to use various linguistic means to mitigate the negative impact of possible ramifications in the economic polemics (Malyuga, 2014). In most cases, economists evaluate economic processes, make recommendations for the prevention of violations, provide analytical information and conclusions on the results of financial measures (Pestova, 2018).

In the economic environment, along with the actual assessment, the implicit evaluation expressed through the use of linguistic means and speech techniques is also of great importance. This linguistic assessment can be expressed through the category of modality, which has been studied amid a great number of linguists (E. V. Paducheva, M. N. Kozhina, I. A. Skripak, E. V. Perevezentseva, Y. Y. Pospelova, J. L. Bybee, S. Fleischman, V. V. Pestova, L. A. Gadzhieva, O. M. Kutayeva and others).

Due to the versatility of the language system, modality can be expressed in various ways: morphologically, lexically, syntactically, intonationally (Lebedeva & Orlova, 2019).

According to L. Babenko emotive lexis and phraseological constructions comprise the core of expressing the author's assessment, as they take part in the creation of a linguistic picture of feelings (Babenko, 1989). Adhering to the same point of view, N. Krasavsky believes that the linguistic representation of emotions is carried out mainly by lexical and phraseological turns (Krasavsky, 2008).

As it has already been known, one of the principal means of expressing modality at the semantic level is the Subjunctive Mood

alongside with modal verbs of various modal meanings: necessity, possibility, prohibition, obligation, permission, recommendation and others. Concerning modal verbs, it is this particular type of verbs that enables to show the author's attitude to an action or its assessment without implying any action. In our opinion, these means of expressing modality in economic discourse has been studied at a sufficiently high level by various linguists to analyze it in great detail. Nevertheless, we consider this method to be integral while studying the modality of the economic discourse. The prospect of our research development undoubtedly implies that modal verbs will form an integral part of our further studies. The scientific interest of our work will be focused on the syntactic component that reveals the manifestation of modality in the language of economic resources.

It is necessary to pay attention to the syntactic constructions of economic discourse, which is still not the principal object for studies due to the extensive study of the lexical level because of its relatively high degree of expressing the author's interference. However, they are the form for expressing the relevant content, as well as a means of adequate presentation of information and realization of communication (Napalkova, 2016).

Undoubtedly, the language of economic discourse is characterized by the abundant use of subject-oriented economic vocabulary, in particular, economic terms (Zaykova, 2017). It is necessary to produce the proper effect, influence the addressee and encourage him to take certain actions (Tomalin & Malyuga, 2016).

Nevertheless, the study of modality from the syntactic level deserves to be paid heed. Despite the fact that the language of economic discourse does not have a direct vivid emotional coloring, it is through the syntax that we have a more vivid manifestation of a "hidden", implicit author's assessment, which has become a popular subject of research (Sidelnikova, 2017).

Material and methods

Material of the research is represented by the examples of syntactic means derived from the English-language Economist articles dealing with present world economic issues. The study was conducted with the help of mixed-method research approach with theoretical information collection and semantic deductive and quantitative analysis of the data collected.

Study and results

Having examined various sources the cross-cutting subject, we found that nowadays the problem of studying the expression of author's interference in the economic discourse is indeed acquiring more importance. After analyzing the sources that form the basis of our work, we have identified the following most frequent syntactic means of expressing the author's assessment at the syntactic level. In order to demonstrate the connection of the theoretical basis for the research topic with the practical significance of the research and to show the relevance of the use of these syntactic means reviewed and analyzed the language data derived from the Economist weekly newspaper dated April 2021. We have identified the following syntactic means:

1) Interrogative structures

Studying the specifics of syntactic modality expression in economically oriented discourse sources, most linguists, who take this issue under consideration (namely, E. N. Malyuga, T. V. Napalkova, E. Y. Vyguzova) emphasize the use of interrogative forms, especially rhetorical questions, dividing questions and the question-answer complex, that attempt to prioritize a specific topic. In addition to simple information request, they also perform a phatic function, allowing to soften categorical statements inherent in opposite the editorial pages and contribute to ensuring further flow of communication (Malyuga & McCarthy, 2021). S. D. Pogorelova also mentions the peculiarity of conversion usage at the level of sentences, that is, precisely the usage of affirmative sentences as interrogative ones (Pogorelova, 2011).

2) The usage of emphatic sentences with “do, does, did” auxiliary verbs (Pogorelova, 2011):

Despite the pseudo-informal nature of this linguistic means, it can be frequently used even in the context of pressing economic issues to emphasize the significance of a certain event or process in the economy in source texts.

3) Inversion

Direct word order is considered a conventional characteristic of the English language. However, it is precisely the precedence of various parts of the sentence to the subject that is another characteristic trait of newspaper and journalistic styles, be it an economically oriented article or any others. According to Y.A. Nikitina, the two types of inversion are common for the language of economic discourse:

3.1) Syntactic adverbial inversion that accentuates the subject, with the adverbial modifier in the anteposition (Nikitina, 2016):

3.2.) Inversion with a part of the predicate or a compound predicate before the noun to give additional coloring to the utterance (Nikitina, 2016).

The works of T. Napalkova are of particular significance, as for her the opportunity to trace the manifestation of the author's assessment in economic discourse prompts consideration of its syntactic features, since they are precisely the means for expressing the relevant content, as well as a means of expressing the function of the influence of mass media, the correct presentation of information and the implementation of communication. In this regard, she emphasizes the importance of the following syntactic means for involving the reader in the economic environment (Napalkova, 2016):

Elliptical sentences:

It is generally accepted that ellipsis is supposed to simultaneously perform several functions. The usage of this syntactic means consists in the contextual or situational omission of certain elements of the utterance, which can be restored with the help of further contextual analysis, herein logical and semantic perception of the information in the utterance is not distorted. Not only ellipsis contributes to syntactic compression by increasing the informativeness of the remaining language units, but also to enhance the impact or match a specific style (Dyakonova, 2021).

After a thorough research of articles on economics derived from the Economist, we did not manage to find any 'traditional examples of ellipsis, with the omission of either a subject or an object of the sentence. Neither it was found within the rest articles, highlighting different areas of life, for example, politics, ecology, culture, or in headings together with subheadings, although they are considered to have sufficient expressiveness being one of the most vivid features of editorials. This may indicate that the economic discourse has a sufficiently redundant nature of presentation, excluding the possibility of removing any details from the statement.

However, we were able to find several examples, containing the omission of nouns, that can easily be restored without the loss of the initial meaning. They can, probably, be regarded as too colloquial, though still perform the expressive function, enabling the author to

update the statement and focus on the development of the problem, depending on which noun was omitted:

4) Fragmentation and parcellation;

Parcellation and fragmentation consist in the deliberate positional allocation a single syntactic structure members in order to actualize them. Their role is to simplify and to align complex syntactic constructions, elaborate economic discourse according to the compositional plan, which helps to highlight certain details or essential elements of the utterance (Napalkova, 2016).

5) Parenthetical referencing, that is, the usage of the two sources by the same author, that encompass both parenthesis and display the modal meanings of the utterance and its evaluation (Napalkova, 2016). Particularly, if the source is an interview that is so common for the Economist, it includes the person's name in the introductory clause with no parenthesis.

It is crucial to emphasize that all the examples found in the course of our research illustrate the modality expressed not solely with the help of independent syntactic structures but in combination with lexical means. In this case, we observe an enhanced expression of implicit evaluation in the context of economics.

6) Inserted constructions that add additional clarifying information to the parts of the main statement (Napalkova, 2016). Although the clarification of information cannot be regarded as a pure manifestation of the emotive component, it is the author's intention to explain the specific part of the statement, his personal desire to highlight exactly that part of the information that, in his opinion, deserves more attention.

7) Quotation that enables to preserve the form and content of the utterance and, thus, convey the original addressee's attitude to the issue or phenomenon (Napalkova, 2016).

8) Direct speech, distinguished from the whole text to focus on the selected specific elements of the message, to update, strengthen its expressiveness and semantic significance (Napalkova, 2016).

In order to justify the results of our research, to establish the solid base for their usage and make it possible to expand our research to further studies of the modality manifestation in the language of economics, we provide various examples of the usage of stated syntactic methods in the Economist articles in the table below:

Table 1: Syntactic means of expressing modality in the economic discourse

<p>Interrogative structures</p>	<p>To want to defend voting rights, which are central to democracy, is only natural. But that leads ineluctably to the next test – over support for, say, new federal voting laws, reform of the Supreme Court and boycotts of China over human rights abuses in Xinjiang. <i>If CEOs claim that their companies are moral actors, will they be consistent?</i></p> <p>In this example we observe the use of the rhetoric question as the final sentence closing the paragraph and providing no direct response, i.e., having an open ending, that gives the reader space for reflection, literally giving him the opportunity to form his own opinion regarding the issue. As for the author’s involvement, the author stresses the role and process of interaction between Chinese business and politics amid the human rights fighting.</p> <p>In Europe unemployment among people with tertiary education is marginally higher than it was before the pandemic, but a lot higher among high-school dropouts. <i>Will vaccines allow poorer folk to find work again-or might they find it hard for years to come?</i></p> <p>In this example we also observe the use of the rhetoric question at the end of the paragraph with the author’s attention focused on the problem of high unemployment as a side effect of the</p>
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	<p>coronavirus. Although, despite its ubiquity, the author still accentuates people who drop out of school, who, in his opinion, are more likely exposed to deal with the aftermath of the virus impact on a long-term perspective.</p>
<p>Emphatic sentences with “do, does, did” auxiliary verbs</p>	<p>If the demand <i>does</i> end up shifting permanently to less-crowded places, the pace of housebuilding may even pick up.</p> <p>In this example, the author uses an auxiliary verb “does” to express his opinion about the impact of demand on the housing construction pace.</p> <p>Not only <i>does</i> the OSC support economic growth, it balances public health and livelihoods, and strengthens Malaysia’s position as a competitive and preferred investment destination within Asia.</p> <p>In this example the author uses the auxiliary verb “does” to put special importance on the role of the OSC going beyond the economic sector.</p>
<p>Syntactic adverbial inversion</p>	<p><i>In January</i>, it said it would raise its capital expenditure to \$25bn in 2021, up from \$17bn in 2020.</p> <p>In this example the author uses the adverbial inversion put before the subject with the reference to January 2021 in order to stress that it was the company’s decision to raise its capital precisely next year due to some key factors.</p>

	<p><i>Last year</i> 1,837 pubs closed across Britain, according to CGA, a consultancy—an increase of 85% on the previous year.</p> <p>In this example the author uses the adverbial modifier with the reference to 2020 to stress that the previous year was exactly the starting point of the coronavirus spread that affected the catering industry, precisely pubs functioning in Britain.</p>
<p>Inversion with a part of the predicate or a compound predicate before the noun to give additional coloring to the utterance</p>	<p><i>Neither is there much evidence</i> that lending standards are slipping, either among banks or among the non-bank lenders that make up a growing share of mortgage origination in America.</p> <p>In this example the author uses the predicate inversion with “there is” construction to express his attitude towards the pseudo decline of lending standards in America amid banks as well as non-bank lenders.</p> <p>Oddly, the researchers say they are not even trying to study whether the events lead to more infections, but only whether participants follow social distancing rules. <i>Neither do they explain</i> the risk model used to assess the danger of holding big events during a pandemic.</p> <p>In this example the author uses the predicate inversion coming before the subject in order to stress the importance of studying the risk model assessing events holding during the pandemic that still lacks the researchers’ attention.</p>

<p>Elliptical sentences</p>	<p>That figure, the strongest <i>[one/figure]</i> since August, reflects the state of the economy in the first half of March, when the surveys took place.</p> <p>In this example the use of the noun ellipsis helps the author not only to avoid repetition, but to focus his attention on the special figure, which happened to be the strongest, according to him, in the first half of March regarding the economic sector.</p> <p>Yet two factors could spoil the party. One <i>[factor]</i> relates to economic “scarring”.</p> <p>In this example the author uses the noun ellipsis that helps to focus precisely on the two factors and to single out one of them in order to explain its entity, which obviously deserves special attention.</p>
<p>Fragmentation and parcellation</p>	<p>The pandemic has not just sharpened Canada’s zeal to import foreign talent. <i>It is also changing the government’s idea of what talent means.</i></p> <p>In this example the author uses parcellation in the second sentence in order to stress the author’s intentions to show the importance of talent and talented people on the governmental level after the coronavirus impact.</p> <p>The SPAC trend is a giant experiment with a different way to take firms public. <i>And it is also a test of the firms involved, most of which have either been hidden away in private markets for years, or are so nascent that they are more concepts than companies.</i></p>

	<p>In this example the author uses parcellation in the second sentence in order to highlight the author’s special attitude to the importance of the SPAC’s particular functions.</p>
<p>Parenthetic referencing</p>	<p>A blithe reference to governments in Bangladesh boosting economic growth “mainly by getting out of the way” and simplifying labour laws conceals the grim reality for the country’s garment workers (<i>“From rags to stitches”, March 27th</i>).</p> <p>The ethereal transience and beauty of Japan’s cherry blossoms have long inspired poets and writers (<i>“As the seasons defy norms”, April 10th</i>).</p>
<p>Inserted constructions</p>	<p>Mubadala, <i>a sovereign fund of Abu Dhabi</i>, one of the seven United Arab Emirates (UAE), went on a spending spree in 2020.</p> <p>Both Mr Suthers, <i>a Republican</i>, and Lauren McLean, <i>Boise’s Democratic mayor</i>, say their cities have become more liberal as they have economically grown.</p>
<p>Quotation</p>	<p>In New Zealand the finance minister has asked the central bank to “<i>consider the impact on housing</i>” in its monetary-policy decisions.</p> <p>In this example the author uses inserted construction put in inverted commas as the reference to the finance minister’s personal attitude to the role of the impact on housing in the central bank’s monetary-policy decisions.</p> <p>Vowing to finish “<i>the fight against Covid</i>”, Ms Freeland outlined C\$101bn</p>

	<p>(\$81bn) in new spending, including a national childcare programme.</p> <p>In this example the author uses inserted construction put in inverted commas as the reference to Canada's Deputy Prime Minister and Minister of Finance words regarding her personal attitude to the actions against the coronavirus.</p>
Direct speech	<p>Some economists are alarmed. <i>"The rents that we enjoyed for the last 20 years will never come back," a former finance minister, Alexei Kudrin, wrote last year. "That's a huge challenge for all of economic policy."</i></p> <p>In this example the author uses dialogical communication with the reference to the former finance minister's comments to highlight the significance of the rent payment increase.</p> <p>As Jeremy Hamon, head of group finance for the UK engineering company Primetals, explains: <i>"You can't have good risk management without good cash-management."</i></p> <p>In this example the author uses dialogical communication with the reference to head of group finance for the UK engineering company's words to strengthen the expressiveness regarding his attitude to the issue of good risk management.</p>

Conclusion

In this paper we have studied the realization of expressive constituent of economic discourse that is represented through the category of modality at its syntactic level. We have also identified and examined syntactic means used in economic discourse to express the author's subjective evaluation in the framework of articles from the Economist. The main results are formulated in the theses below:

1) It has been thought for a long time that due to its practical goals aimed at the implementation of professional communication, objective presentation with the state of affairs in the field of economics, data or statistics, language of economic discourse should not involve any of the author's personal views on the subject of narration.

After having conducted the consistent and holistic research the data we have obtained illustrates that the implementation of these objectives is impossible without the usage of linguistic means that attract the target audience, influence it through putting forward various ideas, focusing primarily on specific ideas, retaining the audience. This is exactly what contributes to the emergence of the "emotional" reaction.

2) As we can see from the listed examples obtained in the course of our research "emotional" reaction in this case is not necessarily realized in its literal form of an experienced feeling, biologically embedded in a person (for example, fear, anger, surprise, dissatisfaction and others) in response to what is being experienced, but also in subsequent actions and deeds. What is more, modality in this case may act as the author's attempt to attract the readership's attention to some specific problems, so that it can also be regarded as his personal stance on some issues being more relevant and pressing in comparison with others.

3) The author's involvement in newspaper and journalistic texts of economic orientation is implied with the help of various linguistic means at different levels of the language system and one of these means is expressiveness that can be represented through the category of modality.

4) As stated before, the author's involvement in economic discourse, as in any other discursive type, can be manifested at different levels of the language system (Chekulai & Prokhorova, 2019). Despite of the most studied and generally accepted theory implying that the presence of the author's assessment is most clearly traced at the lexical

level, it is precisely the syntactic level that allows an author to express a more vivid manifestation of an implicit author's assessment, though not so evident, but, nevertheless, being a more devious and skillful way to show his or her attitude to the statement and thus decline excessive responsibility and prevent possible negative aftermath of expressing his or her own opinion.

5) Our research conducted with the help of mixed-method research approach with theoretical information collection and semantic deductive and quantitative analysis of the data collected allowed us to provide the following classification of syntactic means which represent the author's assessment in the economic discourse:

- interrogative structures;
- emphatic sentences with “do, does, did” auxiliary verbs;
- inversion subdivided into the syntactic adverbial inversion and inversion with a part of the predicate or a compound predicate before the noun;
- elliptical sentences
- fragmentation and parcellation
- parenthetical referencing;
- inserted constructions;
- quotation;
- direct speech.

All these syntactic means serve not only to convey economic information to the audience. Through the author's evaluation, they serve as effective means of influencing the fulfillment of communicative goals of every economic journal, that is, involving the target audience to study and be involved in the issues of the economic environment and affect their perception of what is being read. They also contribute to the fulfillment of the financial goal of every economic journal, that is, the increase of sales. The prospect of our research development includes the possibility of analyzing more explicit syntactic ways that express the author's evaluation, such as modal verbs and the Subjunctive Mood. It is also worth noting that the results of our research show that despite the presence of an emotional component in what appears to be serious language of economics, all the found manifestations of the author's modality through the syntactic constructions, the language of economic discourse cannot be considered too colloquial or subjective, as any

author must still stick to the principle regulations of publishing houses, although the Economist makes it is possible to exclude any kind of responsibility by omitting personal data of an author.

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А.В. Радюк

Д.Н. Умерова

Российский университет дружбы народов

РЕЧЕВЫЕ ТАКТИКИ В БИЗНЕС ДИСКУРСЕ: ЯЗЫКОВЫЕ ОСОБЕННОСТИ ИСПОЛЬЗОВАНИЯ СУГГЕСТИИ В ДЕЛОВЫХ ПЕРЕГОВОРАХ

Целью данной статьи является потребность выявления общих принципов и элементов суггестивного воздействия для повышения эффективности проведения бизнес-переговоров и возможности защиты от манипулятивного поведения. Статья посвящена речевым суггестивным тактикам как наиболее сильным инструментам коммуникации и воздействия на реципиента. Исследование направлено на выявление общих языковых особенностей произвольного речевого воздействия, проводимого с целью повлиять на собеседника в бизнес-переговорах как одном из главных элементов современного бизнес континуума.

В статье освещается лингвопрагматическая значимость современного бизнес дискурса, предлагается определение бизнес