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**Apology Formulas In Business English**

As you know, the relationship of partners in business is greatly determined

by their communicative behaviour. Language forms and situations are the major factors in successful communication. The concrete business situation determines the usage of specific verbal/non-verbal means of communication in the business sphere. So, the business relationship is determined by the communicative behaviour of partners.

First of all, business speech communication means cooperation, ensured by generally accepted norms of social behaviour. These norms suppose a broad range of rules and regulations implied by cooperative principle. The course of business conversation develops in a continual tension between two communicative needs: the need to communicate as efficiently as possible and to be polite.

So, it is evident that business communicative situation presents speech communication as the cooperation and completely excludes any forms and means of confrontational speech behaviour of communicants.

Situations of business communication can be characterized by positive as well as negative reactions of speakers (e.g. disagreements, arguments, confirmations of definite options) and apology formulas become obligatory elements of such situations.

As a result of the analysis it was discovered that semantic and syntactic structure of the apology formulas in business English are simplified. Their main means of intensification are:

- 1) adverbial qualifiers: so, very, awfully;
- 2) sometimes the usage of the operator "do";
- 3) "Hedged performatives".

It is obvious that the situations of apology can be considered as low emotional and with positive evaluative direction. Taking into account mentioned above we may say that the main feature of the apology formulas in Business English is the reduction of their variety and usage.

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### **Greater General, Professional And Special English Integration**

The immediate answer is "impossible". But we have to arm our students with some basic skills for real life conditions.

How to cope with all problems involved?

The first problem is to devise a suitable curriculum. The obligatory English course is about 150 hours (depending on the specialization) which is divided into two parts: General/ Professional English and ESP.

We are now experimenting with possible and reliable framework for Professional English course for students of elementary and preintermediate levels who are not involved in careers yet and who need to have substantial General English support.

We are trying to combine the course of General English we are devising and