





«Gender in Business: When Women Are Not Heard»

: During a meeting between the corporate marketing team and business development group at a company I was researching for my book *Tempered Radicals*, several people were talking at once about a potential acquisition. A few times a new member of the marketing group offered her concerns about distributing the new business's products outside the country. People continued to talk as if she hadn't said anything. Ten minutes after her last attempt to raise the issue, one of her senior colleagues voiced the same concerns. Everyone stopped talking and turned their attention to his issues. All of a sudden these concerns were the focus of the conversation, and the man who voiced them led the discussion. The woman stayed silent [5].

Womens Media,

[4].

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[3].

«Are simple business request letters really simple?»

[6].

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» [6].

lingua-franca

## PRAGMATICS IN BUSINESS-COMMUNICATION

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*The article deals with the contemporary business-communication in its pragmatic aspect. We try to analyze some of the factors, which may influence the formation of pragmatics in the sphere of business communication, including all the levels of communication.*

**Key words:** pragmatics, business-communication, transaction, speech act, communicant.

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