

Pragmatic Variables in English Business Discourse

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Contemporary discourse studies are not be limited to a formal analysis of observable texts representing various discourse types as static products. To be adequate, they should involve a dynamic pragmatic context of relevant empirical variables. This fully applies to business communication as one of the most "pragmatically charged" types of discourse whose characteristics are directly influenced by a wide set of co-determining pragmatic dimensions, such as the aim of business document, the channel of communication, power distance and status relationships between the sender and addressee, the interactants' scopes of professional expertise, the kind of business they are involved in, their communication skills of persuasion, argumentation, and so on, all of which relates to one vital sociocultural area of human activities - business interaction.

Business discourse is viewed as a macrodiscourse communicative unit. It exists and functions as a multitude of standardized texts actualized through a fairly limited range of structural models and recurrent semantic and structural features. It can be categorized into several subtypes depending on the document's theme and the sender's pragmatic intent.

From the point of view of formal organization, English business texts have been analysed at different levels within the framework of both structural and transformational grammars. The analysis was mostly limited, however, to describing the morphological, syntactical or semantic structures of word combinations or sentences in different types of business documents. More recent studies have also included such textual characteristics as coherence, cohesion, tense and aspect. The extralinguistic characteristics of business discourse have been very scantily analysed. This calls for a shift of research focus on studying business talk as a special kind of social and speech behavior carried out within a certain set of situational frames, or microdiscourses, organized systemically into a macrodiscourse. As a macrodiscourse, business talk is represented by a range of texts produced at the same period of time on the same general theme by communicators who share a system of sociocultural and professional knowledge and assumptions about ways of problem solving and the discursive strategies available for the purpose. In other words, business discourse is a distinct variety of situational discourse. Its main function is to present information relevant to the particular situation of business communication, information that may not be at all valid outside this situation. The nature of such situations determines the pragmatic variables of the respective

documents: business deal negotiations summaries, contracts, reports and proposals, minutes of business meetings, resumes/CV, business letters, memoes, etc. Primacy of the information function in such texts reduces the impact of communicators' individual (psychic, subjective, emotive) characteristics to the minimum. This, in its turn, enables one to emphasise depersonalization and formulaic language expression as the distinguishing features of written business discourse in English.

Pragmatic-Communicative Characteristics of Repetitions in Texts-Announcements

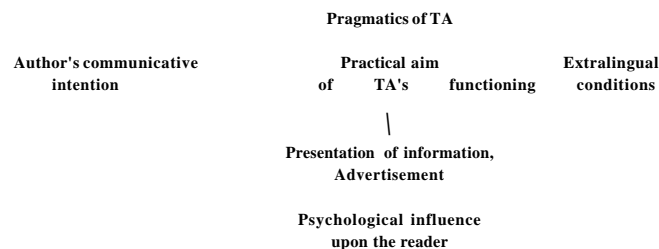
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This paper deals with pragmatico-communicative status of texts-announcements, which are defined as informative and advertising type of texts. The choice of repetitions is related to the degree of involvement of a certain semantic and structural type of repetitions into the process of realization of pragmatico-communicative purpose of text-announcements. Pragmatico-communicative types of repetitions are determined according to their functions.

Practical orientation of texts of announcements (TA) and their public character serve as a starting point for the study of interdependence between structural, semantic, compositional parameters of this type of texts, their pragmatic / communicative purpose and the choice of language means of influence. The aim of the paper is to identify the impact of the pragmatico-communicative type of texts upon the choice of repetitions (Rs).

Pragmatics of the informative-advertising type of texts, in general, embraces a set of certain textual categories among which communicative intention of the author and practical orientation of the text come to the forefront. Practical aim of TA may be defined as presentation of actual information about content, structure and objectives of the announced text. Presentation of actual information interrelates with advertising function of TA. Communicative intention of the author of TA may be generalized as producing the psychological influence upon the reader by means of achieving the practical aim. Pragmatics of TA as well embraces extralingual conditions of the text functioning, to which we in the first instance refer the way of publication (in a catalogue alongside with other texts or as an advertising leaflet).

Pragmatics of texts-announcements may be represented in the following way:



Pragmatic characteristics of each definite structural and semantic type of repetitions depend on degree of their (repetitions') involvement into the process of realization of pragmatic purpose of TA.

Pragmatic purpose of any text cannot be achieved without realization of general text-making and text-forming categories, the major role among which is assigned to the text's integrity. Following Morochovsky A.N. we treat text integrity as a text-making and text-forming category, which combines semantic and formal / structural sides (Morochovsky, 1991:213).

Such types of Rs as repetitions of grammatical forms of verbs (morphological level of the language), distant root repetitions, distant lexical repetitions (lexical level of the language), partial parallel constructions, repetitions of the sentence / word combination model (syntactic level of the language) provide coherence within a sentence, between sentences and text integrity in general. Most of TA are samples of integrative functioning of Rs on different language levels for achieving text integrity:

Mass Spectra and GC Data of Steroids

This collection contains almost 2500 newly measured mass spectra of androgens and is thus the most comprehensive collection of mass spectral data for steroids available today. Each spectrum is accompanied by the structure, systematic and trivial names, retention index, molecular formula, molar mass, CAS number and sample source of the steroid.

In the given example the integrative function is fulfilled by repetitions of Present Simple Active / Passive Voice forms, explicit lexical repetitions (collection, mass spectra, volume, language), root repetitions of key lexemes (spectra - spectral - spectrum, language - linguistic). Logical coherence is achieved by means of using enumerations and partial parallel construction. All these types of Rs are defined as integrative ones.

Text integrity is also achieved through complete / partial explicit lexical repetitions of TA's title. The title within TA includes key-words and their appearance in a foreground position as well as their further repetitions within the text have a great psychological impact upon the reader. Title and key-words repetitions form the topic of a TA and are defined as topical repetitions:

Finite Element Analysis of Elastomers

Written by leading researchers and practitioners, Finite Element Analysis of Elastomers blends established knowledge in this important area with up-to-date research topics, practical hints and thought-provoking new ideas. The editors ...have compiled contributions by leading researchers and practitioners in finite element analysis (FEA): the result is an authoritative and agenda setting volume.

Topical repetitions are also relevant to the deep structure of TA. In surface text structure they are represented by periphrasis and substitution of topical elements. These implicit lexical repetitions are typical of TA and they occur in 100% of the texts analyzed. Periphrasis and substitution of topical elements (by means of pronominalization and generalization) are of great informational value as they give additional information to the object presented. Implicit lexical Rs perform informative function alongside with a topical one:

Encyclopedia of Small Business

This convenient and exhaustive 2-vol. print reference source is designed to provide entrepreneurs with how-to information that they can apply to their own business.

Some of periphrases contain positively colored seme / semes, repetitions of which within a text influences the reader's emotions and helps to fulfil advertising function of TA. Implicit repetitions of positively colored semes in terms of periphrases serve as emphatic Rs. Emphasis is also achieved by means of explicit repetitions of lexical units in contact disposition. Great psychological effect is gained when repeated units contain positively colored seme:

...Contemporary Authors New Revision Series brings you the most recent data on the world's most popular actors.

Contact lexical Rs fulfil an accumulative function as they accumulate the recipient's attention on the topic of the text and in such a way they increase informative value of the text.

On the basis of analysis of Rs functioning in TA (about 1660 texts in general) we singled out the following pragmatic-communicative types of Rs: integrative, thematic (topical), accumulative, emphatic and informative, each of them comprising several structural and semantic subtypes. Functions of Rs are related to each other. The use of different pragmatic types of repetitions helps to realize the pragmatic purpose of TA.

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