Typology of the English Interview with Businessmen

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In contemporary linguistics, considerable attention is paid to the study of the language of mass media which are characterised by the variety of genres, dynamics, and innovations of various types. In accordance with the genre, the channel of transferring the information and language of the presented texts, the materials analyzed in this paper belong to English interviews in both printed and digital media.

The aim of the article is to analyze the current typology of the English interview with businessmen.

Material and methods. *The sources of this research are the texts and scripts of English interviews with businessmen. Our method is classification of English interview texts according to different criteria. The methodological novelty of this study is the application of various approaches and criteria to the texts of English interviews with businessmen.*

Findings and their discussion. *In this article, the author considers the main approaches to classification of English interview with businessmen, makes an attempt to classify the interview texts by different criteria and outline current tendencies of development of the genre of interview, which influences the analysis of businessmen's communicative behaviour in the English mass media discourse.*

Conclusion. *«Mutation» and «convergence» of the traditional mass media result in diversification of sources of information and media genres. This article is an attempt to classify English interviews with businessmen by different criteria, according to the material of investigation. Different scholars' experience who worked on the classification of media genres both in journalism and linguistics was taken into account. Given the focus of our study, these criteria are adapted to its aims. We identified the criteria which most effectively define specificities of communicative behaviour of businessmen.*

Key words: *typology, interview genre, English discourse, communicative behaviour, interviewer, interviewee, respondent.*

Типология английского интервью с бизнесменами

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В современной лингвистике, характеризующейся разнообразием жанров, инноваций различных типов и динамикой, значительное внимание уделяется изучению языка СМИ. В соответствии с жанром, каналом передачи информации и языком представленных текстов материалы, проанализированные в данной работе, относятся к англоязычным интервью как в печатных, так и в цифровых СМИ.

Цель статьи − определение актуальной типологии английского интервью с бизнесменами.

Материал и методы. *Источниками данного исследования являются тексты и сценарии англоязычных интервью с бизнесменами. Ключевой метод − классификация текстов интервью на английском языке по различным критериям. Методологической новизной данного исследования является применение разных подходов и критериев к текстам англоязычных интервью с предпринимателями.*

Результаты и их обсуждение. *В предлагаемой научной публикации рассматриваются основные подходы к классификации английского интервью с бизнесменами, предпринимается попытка классифицировать тексты интервью по различным критериям и очерчиваются современные тенденции развития жанра интервью, что влияет на анализ коммуникативного поведения бизнесменов в английском медиадискурсе.*

Заключение. *«Мутация» и «конвергенция» традиционных СМИ приводят к диверсификации источников информации и медиажанров. Данная статья представляет собой попытку классифицировать английские интервью с бизнесменами по разным критериям. Учитывается опыт различных ученых, работавших над классификацией медиажанров как в журналистике, так и в лингвистике. Определены те критерии, которые наиболее эффективно выявляют особенности коммуникативного поведения предпринимателей.*

Ключевые слова: *типология, жанр интервью, английский дискурс, коммуникативное поведение, интервьюер, интервьюируемый, респондент.*

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In contemporary linguistics, considerable attention is paid to the study of the language of mass media which are characterised by the variety of genres, dynamics, and innovations of various types. In accordance with genre, channel of transferring the information and language of the presented texts, the materials analyzed in this paper belong to English interviews in both printed and digital media.

The communicative environment under the analysis differs in its distinctive features and specificity of interaction between the participants of communication. The interaction of the subjects of communication is strictly regulated. Interviewer and interviewee (or respondent) establish dialogical communicative blocks, which form informative entities and thematic sequences interconnected with different kinds of relations. Communicative and pragmatic direction of the texts defines the use of quesitives with non-narrative syntactic organization (general, special, subjectivated, modalized, and imperative), formal quesitives, narratives, and representatives by the interviewer. The text of the respondent is considered predominantly autocentric [1, P. 25].

The language genre of interview has been studied by the following Ukrainian and post-Soviet scholars: F. Batsevych, L. Kudriavtseva, O. Leontiev, Ye. Kliuev, S. Shabat-Savka, N. Sapryhina, V. Tyshchenko, R. Anderson, M. Lukina, T. Shumyshyna, H. Apalat, N. Hapotchenko, Zh. Horina, T. Hlushkova, O. Kulbabska, I. Ostafiichuk i.a. Among foreign researchers we can single out Mark Anderson, Kathy Anderson, Tom Denham, Marshall MacLewen Patrick Charaudeau i.a.

The system of mass media is now radically changing: the Internet editions are crowding out printed media; audio-visual communications are significantly developing, which leads to globalization of information and communicative process [2, P. 19]. These factors conditioned the choice of the topic and the article's scientific topicality.

The aim of the article is to analyze the actual typology of English interview with businessmen.

Material and methods. The sources of this research are the texts and scripts of English interviews with businessmen: Autoweek Issue 96; Engadget 02.05.2014; Fortune 04.04.2013; Lviv Today Issue 50 October 2012, Issue 56 April 2013; Speigel Online 24.02.2010, 25.03.2013; Stylist Magazine 13.03.2015; The New York Times 01.01.2013; The Talks 19.03.2014; Time 18.06.2013; Trendhunter 26.03.2012.

Our method is classification of English interview texts according to different criteria. The methodological *novelty* of this study is the application of various approaches and criteria to the texts of English interviews with businessmen. This enables classification of them in a new way.

The approach of dividing the genres into three groups (informational, analytical, and fiction and publicistic) is viewed as traditional in journalism studies [3, P. 4]. By what criteria these texts can be classified by the means of different approaches and criteria which are known in contemporary linguistics is presented below.

Findings and their discussion. The analyzed texts of the interviews reveal such *topics (thematic criterion):*

1) review of professional activity – presentation of the company:

"*Can we start with an <u>introduction of yourself</u> and an <u>overview of your company</u>?*"

"*I am <u>managing partner</u> of international <u>company</u> «ARGO-Performance & Development» <u>in Ukraine</u>. <u>Founded in Vienna in 1996</u>, ARGO Personalentwicklung GmbH is now an <u>international consulting brand</u> with <u>offices in</u> Germany, Croatia, Ukraine (Lviv) and Hungary. The <u>main fields of</u> our consulting <u>business</u> are leadership development issues […].*" (Lviv Today April 2013);

2) the place of the company on the market:

"*What is the <u>best way to choose a bank correctly</u>? To what issues should prospective clients pay attention?*"

"*The best guarantee for any bank is its <u>reputation</u>. UkrSibbank <u>is part of</u> the BNP Paribas Group – a <u>global leader</u> on the financial market, one of the <u>world's largest</u> financial groups in the Ukrainian market, having <u>over a two-century long history</u> and being <u>known in the whole world</u> by its perfect implementation of services and execution of obligations <u>during the hard times of economic crises</u> […].*" (Lviv Today October 2012);

3) specialization of professional activity:

"*Fortune: <u>How do you do that</u>?*"

"*Zuckerberg: For iOS we've already begun doing that, and the way to do that for Apple is, you work with Apple. They <u>really control</u> the operating <u>system</u>; we have contact control, single sign in, the app store, events integration, all that. We have a <u>really good relationship</u> with Apple. […].*" (TechFORTUNE 04.04.2013);

4) development of the company – plans for the future:

"*<u>What's next</u> for the Burberry brand?*"

"*There is <u>so much we want to explore</u>. […] For us it's a natural way of thinking to always see how we can express and articulate the Burberry brand <u>in a more innovative way</u> […].*" (Stylist Magazine 13.03.2015);

5) new technologies, approaches to business management:

"*SPIEGEL: Hiring Joschka Fischer isn't the only <u>unorthodox move your company has made recently</u>. […] Is this just green PR, or does BMW intend to become known for its environmentalism?*"

"*Reithofer: <u>Neither the one nor the other</u>. […].*" (SPIEGEL ONLINE 24.02.2010);

6) customer service:

"*Speaking of those <u>customers</u>, <u>it's pretty expensive</u> to get a seat on SpaceShipTwo right now. Will space travel <u>ever be affordable</u>?*"

"*Yes. Up to our first thousand customers, the price actually is going up now to $250,000. They <u>help us</u>*

effectively fund the program. But in the years to come, […] *we're going to try to make it as affordable to as many people as possible.*" (Engadget 02.05.2014);

7) key to success:

"*Could you share your business success story?*"

"*I create my own business success story every day. I would particularly like to draw attention to individual factors which, in my opinion, are extremely important for successful business results* […].*" (Lviv Today April 2013);

8) marketing – advertising campaign:

"[…] *The Wii U by contrast is a much harder quick sell – not the sort of system you can summarize in a few sentences to a family member or friend who doesn't game. How are you dealing with that messaging challenge?*"

"*First and foremost, I think, with Nintendo products what's often most important is that people touch and play and interact with our products – once they do, they begin to truly understand what makes them great. I think the same can be said of Wii U.*" (TIME 18.06.2013);

9) competition:

"*It's ironic that Ferrari rescued this ancient rival, got it on somewhat firm footing and then Fiat took it away, but now Maserati really prospers. What would your father think about you guys saving Maserati?*"

"[…] *[He was] too concentrated in his company, and Ferrari was maybe too little. What was good in Maserati was the brand. When it was in the same group as Ferrari, [...]. Maserati today is a range of products we developed in that period. Now they have to do the second, the second era.*" (Autoweek Issue 96);

10) achievements – failures:

"*Greatest achievement?*"

"*Two – one, to have secured the land and developed it to create Continuum Estate, setting us on the course to be a world class property ... and to have four of my children and our great team to be working with me here. Finally to have helped establish the framework for and the appellations of Napa Valley.*"

"*Biggest disappointment?*"

"*That I was not able to communicate more effectively with the board at RMW during our last years there... and yet it was this disappointment that allowed for my greatest achievements.*" (The Talks 19.03.2014);

11) motivation:

"*How did you get involved in emotional intelligence and what motivates you to continue?*"

"[…] *My goal is to help people to be more conscious of how their emotions can be their ally rather than their enemy.*" (Trendhunter 26.03.2012);

12) political regulators of business:

"*SPIEGEL: Tariffs between the US and the EU are already quite low. Real progress in trade can only be made if regulatory issues are addressed, too.*"

"*Zoellick: Regulatory issues are way more important, but they are harder to achieve because*

you move beyond the traditional ministries that make trade decisions to regulatory authorities, and a lot of the regulatory authorities are sensitive to their prerogatives. […].*" (SPIEGEL ONLINE 25.03.2013);

13) private life:

"*Q. Was your father your mentor?*"

"*A. Oh, I would say so. For sure, for sure.* […].*" (The New York Times 01.01.2013).

In most cases interview texts combine the topics of communication.

Depending on a ***source of information***, which contains English interviews with businessmen, the latter are divided into:

1) printed or 'traditional' mass media – periodicals: newspapers, magazines, newsletters etc, and also one-time editions of a fixed print run; audiovisual mass media which use printing word [4, P. 265];

2) digital mass media – regularly updated informational site which is to be a mass media resource; it is enough popular and credible, and has its own audience. До них належать Internet-newspapers, Internet-journals or other Internet-editions belong to this type;

3) mixed mass media – informational sites which update their content with newly issued printed media;

4) audiovisual mass media – 'peripheric entities' of journalism which include radio, TV, the Internet etc. [4, P. 266].

As Serhiy Kvit remarks, 'new media have reached a new level since having appeared on the Internet. For digital, i.e. non-textual, media, the Internet is an additional opportunity to expand their broadcasting. Given the development and accessibility of the Internet, it is difficult to find newspapers and magazines only in a traditional printed form. All of them are represented in digital or/and audiovisual versions. Therefore, the most of media are mixed.

The practice of journalism is changing in the context of new kinds of media. As O. Bilyi observes, a new term 'infotainment' appeared in the early 1990s. It combined two words: 'information' and 'entertainment'. It appealed to such an approach to information industry (TV programs, press, web-sites, and even computer games), when information is mainly used to entertain a viewer.' [5, P. 155–160].

Printed, digital, mixed, and audiovisual mass media, which contain English interviews with businessmen, are divided into such types ***according to the genre of edition***:

1) newspaper (The Guardian, The Times, New York Times, The Fortune, The Hamilton Spectator, Financial Times, The Monday Interview, Daily Times etc.);

2) magazine (The Talks, Harvard Business Review, Business Today, Business Interviews, Autoweek, Lviv Today, Fortune, Harper's Bazaar, CNTraveller, WIRED, CIOIN, Interview Magazine, Stylist Magazine, Electri Literature Magazine, FORZA, Fast Company, Engaget etc.);

3) newsletter (ITBusiness etc.);

4) almanac (The New York Times Almanac etc.);

5) digest (Architectural Digest etc.);

6) webinar – from 'web' + 'seminar' (Practical eCommerce etc.);

7) webzine – from 'web' + 'magazine' (SPIEGEL ONLINE, Social Networking Watch Interview, Business LaunchPad, BiD Network, ZDNet, TechLand others);

8) Authorial digital specialized editions (Linux Gazette, Sotheby's Magazine, Around the Rings, Malcolmturnbull.com.ua etc.).

Such a variety of genres of mass media is a result of technological and social development. New genres ('webinar' and 'webzine') are interactive innovations, which combine traditional and modern approaches to understanding of mass media which are available online. Their emergence is caused by new demands to informational society.

By *publication frequency* of the analyzed editions, the issues can be outlined:

1) daily (The Guardian, Financial Times, Daily Times, Business Today et al.);

2) weekly (The Talks, SPIEGEL ONLINE, Engaget, Autoweek, The Monday Interview et al.);

3) monthly (Harvard Business Review, GQ-magazine, CIOIN, Lviv Today, Interview Magazine, Stylist Magazine, Harper's Bazaar, Sotheby's Magazine, CNTraveller, Electri Literature Magazine, FORZA, Linux Gazette, TechLand et al.);

4) editions with different publication frequency (Fast Company, Practical eCommerce, Social Networking Watch Interview, Business LaunchPad, BiD Network, ZDNet, Malcolmturnbull.com.ua and other online sites).

By *primary sources of information,* such types of mass media can be singled out:

1) primary editions, which publish original English interviews with businessmen for the first time; their journalists are immediate authors of the interview texts;

2) secondary editions publish the already known information, relying on reserved rights of primary sources [2, P. 180].

From the materials of this study, one can infer that half of English interviews with businessmen belong to secondary sources editions, since they sometimes repeat the information which was previously published in other media.

By the *coverage of the territory of distribution or influence,* there are such types of editions:

1) regional editions, which pay attention to the affairs of a certain region;

2) national editions, which defend the national interests of their country;

3) international editions, which are voices of international opinion and articulate its reaction to foreign policy of countries.

The larger territory is covered by an edition, the more objective is the information and more influential is the respondent's opinion. On the other hand, the appearance of an English interview with a businessman in the edition with lesser territorial coverage may indicate the businessman's lower status [6].

By *gender targeting,* the editions containing English interviews are:

1) male (GQ-magazine etc.);

2) female (Stylist Magazine etc.).

In spite of existing gender stereotypes, the images of businesswomen and businessmen in printed media are diverse, not restricted to some 'fixed' characteristics. Such personal characteristics, as for example confidence, professionalism, desire for improvement, determination, courage, intelligence etc., can be traced on the examples of linguistic and paralinguistic markers in all the interview texts, disregarding male or female.

In accordance with the provisions of legal documents, there are three categories of enterprises: small firms, which have less than 50 employees; medium-sized enterprises – from 50 до 1000; big companies – more than 1000 employees [7].

Accordingly, *the status* of the participants of English interviews ranges as below:

1) interview with businessmen who represent big business;

2) interview with businessmen who represent medium business;

3) interview with businessmen who represent small business.

The respondents of the vast majority of the analyzed interviews represent big and medium business; small businessmen are in the minority.

Sphere or branch of business activity is also an important criterion in this classification. From this point of view, the interviews are split into such categories:

1) information technologies and software;

2) innovations and engineering;

3) social networks and processing personal data;

4) business education and business consulting;

5) online services;

6) fashion and design;

7) banking;

8) art;

9) marketing and advertising;

10) healthcare and healing therapy;

11) tourism and entertainment;

12) writing and editing;

13) food and beverages;

14) car industry;

15) sport;

16) jewelry;

17) building and architecture etc.

It should be noted that information technologies, social networks, and business consulting play a key role in today's business activities. There is a growing demand for these branches. New information technologies provide broad access to information, synchronizes every sphere of life and work with growing demands in processing. All this ensures consistent link between business processes and addressing the clients' interests.

By the criterion of *formality–informality of the businessmen's communicative style,* English interviews are divided into:

1) formal;
2) informal;
3) semi-formal.

Lexico-stylistic analysis of the interview texts proved that the majority of these interviews were conducted in semi-formal style. This phenomenon can be explained by the globalization of communicative process and fast development of information technologies in media.

In terms of *presence/absense of non-verbal components* there are:

1) marked English interviews (predominantly by means of ellipsis, exclamation point, capital letters, graphic smiles or comments on a businessman behaviour added by a journalist while editing the interview and transforming it into the text – immediately after a respondent's replicas);

2) non-marked (absence of the mentioned features).

In the overwhelming number of the analyzed texts paralinguistic factor is almost absent. However, in cases of presence of paralinguistic markers, they show the participant's personality through their communicative features, also emotional condition, nature of relationship, level of openness and level of formality between the communicants.

By **the *criterion of detailing-conciseness of a respondent's answers,*** we can distinguish:

1) detailed English interviews, in which businessmen give full and unfolding answers to the questions with long digressions and excursions into the past. This may show their openness, honesty, and support for long-term communication contact;

2) partially detailed English interviews which contain clearly structured and full answers to the asked questions. This demonstrates the respondents' businesslike approach;

3) concise English interviews which contain very short answers to the questions. This indicates that a respondent is not ready for continuation of communication or that the form of interview is limited [8, P. 69–72].

Most of the viewed English interviews are partially detailed, so that it means that the participants are ready for effective linguistic communication.

According to the businessmen-participants' *countries of origin* we grouped interviews in such blocks (*ethnolinguacultural groups*):

1) Anglosphere ethnolinguacultures (the USA, the UK, Canada, Australia etc.);

2) Continental European (North European: Sweden; Western and Central European: Germany, Italy, France, Spain etc.; Eastern European: Ukraine, Russia);

3) Asian (India, Pakistan, China, Japan, South Korea).

More than half of the English interviews are with representatives from the USA, Great Britain, China and Germany. It is due to the fact that these countries are highly developed world states which dictate terms to the world business.

Based on *the status of English (native or foreign) as a language of communication* of the interviewed businessmen, the texts can be: 1) interviews with native speakers and 2) interviews with the respondents who speak English as a foreign language. Interviews with native speakers constitute the main body of the source base of our study, which adds objectivity to the analysis of the speech content.

Conclusion. 'Mutation' and 'convergence' of the traditional mass media results in diversification of sources of information and media genres. The presented classification may not be complete because of the limit of the source base. However, this article is an attempt to classify English interviews with businessmen by different criteria, according to the material of investigation. There has been taken into consideration different scholars' experience who worked on classification of media genres both in journalism and linguistics. Given the focus of our study, these criteria are adapted to its aims. We seek to identify that criteria which will most effectively define specificities of communicative behaviour of the businessmen. In our opinion, further study of new sources and genres of mass media seems very *perspective.*

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