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MASTER'S DISSERTATION

PRAGMALINGUISTIC WAYS OF PERSUASION IN ENGLISH-LANGUAGE
BUSINESS DISCOURSE

Specialty 1-21 80 06 «Comparative, historical and typological linguistics»

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Abstract

Master's dissertation 61 pages, 75 references.

LINGUISTIC PERSUASION; BUSINESS DISCOURSE; BUSINESS COMMUNICATION; PRAGMALINGUISTICS; DIACHRONIC, COMPARATIVE LINGUISTIC ANALYSIS.

Relevance In the conditions of dynamic development and constant transformations of the world's business industry and community, the content analysis of business presentations and negotiations in the search for effective communication models is a topical and needed type of research. The growing number of new business educational programs, trainings and courses point to the topicality and relevance of the research.

In this work we have focused on pragmalinguistic features and communicative acts of persuasion as the **subject** of the research. The **object** is the characteristics of linguistic manipulation in English-language business discourse. The **materials** for the analysis are represented by a number of business-related television series for 2005-2019 time period, containing business presentation, Q&A and negotiations.

Objectives The paper studies communicative acts of persuasion in business communication and linguistic means through which persuasion is achieved. Along with persuasion, other pragmatic functions over the use of certain linguistic patterns, constructions and elements are revealed and analyzed.

Methodological base for the study is represented by a discourse analysis, lexico-semantic, linguo-cognitive, pragmalinguistic and comparative analyses, as well as statistical methods.

Analysis of pragmalinguistic peculiarities in business communication and study of communicative acts of persuasion leads to a better understanding and recognition ability, which presents **practical value** of the research. It also discloses perspective areas of enhancing business education quality – **theoretical value**.

Information base comprises academic works of the contemporary specialists in the field (F.Bargiela-Chiappini, V.Bhatia, Ch.Candlin, A.Johns, et. al.), as well as the fundamental works on the topic (“Bargaining Communication” by Angelmar and Stern (1978), “Language at work” and “Language of business” by Johns (1980, 1986)).

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Introduction

The paper endeavors to elicit and analyze pragmalinguistic peculiarities of business discourse. With a primary focus on such parts of business communication as presentations, Q&A and negotiations, the research elaborates functional potential of certain linguistic patterns, constructions and elements. Exploring pragmatic purposes over separate cases of language use, the research exposes communicative acts of persuasion and manipulation in business communication.

Relevance In the conditions of dynamic development and constant transformations of the world's business industry and community, the content analysis of business presentations and negotiations in the search for effective communication models is a topical and needed type of research. The study of the pragmatic purposes of certain linguistic patterns, constructions and elements represents value for a number of scientific disciplines (psycholinguistics, rhetoric, business English and so on). The growing number of new business educational programs, business trainings and courses point to the topicality and relevance of the research.

In this work we have focused on pragmalinguistic features and communicative acts of persuasion as the **subject** of the research. The **materials** for the analysis are represented by a number of business-related television series, containing business presentation, Q&A and negotiations.

In the course of work we have set several major **objectives**:

1. To review business discourse as a multidisciplinary synergic field for researching the use of language and communication in business.
2. To examine linguistic peculiarities of business communication from the position of style and genre.
3. To study communicative acts of persuasion in business communication and linguistic means through which persuasion is achieved.
4. To reveal and analyze other pragmatic functions over the use of certain linguistic patterns, constructions and elements.

5. To conduct a comparative, diachronic analysis, in order to elicit linguistic transformations and changes in business communication over the 2005-2019 time period.

Methodological base for the study is represented by a discourse analysis, lexico-semantic, linguo-cognitive, pragmalinguistic and comparative analyses, as well as statistical methods. The content analysis of video materials has been carried out to point out peculiar use of linguistic means in business communications. Comparative analysis of transformations and changes in business communication throughout a 14-year-period has been conducted. The research also includes the typological models of business communication designed on the basis of an observation method.

Importance of the research is reflected in its value for educational business programs and further researches in the field. Analysis of pragmalinguistic peculiarities in business communication and study of communicative acts of persuasion leads to a better understanding and recognition ability, which presents **practical value** of the research. English language business discourse is described in connection with the wide use of the English language in the modern business world. Therefore, the analysis discloses perspective areas of enhancing business education quality in terms of pragmalinguistic aspect of business communication, communicative models and interaction of the key participants – **theoretical value**.

Information base comprises academic works of the contemporary specialists, researching business discourse as a separate type of discourse (F.Bargiela-Chiappini, V.Bhatia, Ch.Candlin, A.Johns, V.Bhatia, Ch.Candlin, A.Johns, G.Poncini, L.Putnam, C.Roberts, H.Spencer-Oatey, J.Swales, I.Varner, L.Yeung et. al.), as well as the fundamental works on the topic (“Bargaining Communication” by Angelmar and Stern (1978), “Language at work” and “Language of business” by Johns (1980, 1986), „ Vocal signs of confidence “ by Kimbel C. E., Seidel S. D. (1991)).

Structurally the paper consists of an introduction, two chapters, sociolinguistic experiment, conclusion and a list of references. The total number of pages equals to 61 with 75 references.

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