

THE USE OF POWER AND AUTHORITY IN BUSINESS DISCOURSE: A STYLISTIC ANALYSIS

Babelyuk Oksana Andriivna

*Doctor of Philological Sciences, Professor,
Professor at the Department of Foreign Languages and Translation Studies,
Lviv State University of Life Safety
35, Kleparivska Str., Lviv, Ukraine*

*SAR, Visiting Professor in the Discipline of English and Writing
the Faculty of Arts and Social Sciences,
The University of Sydney
NSW 2009, Sydney, Australia
<https://orcid.org/0000-0003-4837-1225>*

With increasing globalization, English has become the predominant language for business communication across borders. This has piqued the interest of linguists in studying the nature of business discourse in English. The concept of business discourse emerged as a distinct area of study at the intersection of text linguistics and pragmalinguistics only in recent decades. Business discourse encompasses the purposeful, status-role speech activity of people engaged in business relations and economic activities aimed at producing/selling goods or services for profit. It is actualized primarily in four main spheres: commerce, production, finance, and intermediation. Official business discourse is characterized by stability, tradition, standardization, accuracy, objectivity, specificity, conciseness, and lack of imagery/emotionality. It excludes ambiguity and is shaped by institutional norms of the business community. At the same time, business discourse is a dynamic phenomenon evolving with societal and business developments. Business discourse can be categorized into oral (dialogues, negotiations, meetings, etc.) and written forms (official documents like orders, agreements, memos, etc.), though some genres combine both. Each genre has its own communicative goals, structure, and language patterns like clichés, formulas, and communicative stereotypes shaped by professional norms. Core oral genres include interviews, phone conversations, meetings, negotiations and presentations. Their language is marked by conciseness, standardized patterns, terminology, nomenclature, abbreviations and formulaic expressions aimed at effective business communication. For example, negotiation genres use clichés like "to resolve mutual problems", "to establish rapport", etc. Business discourse is a multidimensional phenomenon encompassing the specialized language practices of the global business community. Its forms and conventions are adapted to achieve core goals like information exchange, collective decision-making, persuasion, and codifying agreements within an institutional professional context.

Key words: *business English, business English discourse, stylistics, genre, business discourse.*

Problem statement. Based on the information provided in the text, the problem statement does not seem to be explicitly stated. However, the text discusses various aspects related to the nature, characteristics, and genres of business discourse, which implies that the broad problem area being examined is:

Understanding and analyzing the linguistic features and conventions of business discourse in English in order to facilitate effective communication and achieve desired outcomes in international business contexts.

The text notes that with increasing global integration, English has become the common language for interlingual business communication, sparking interest among linguists to study this domain. It discusses how business discourse is a multidimensional phenomenon spanning oral and written genres, each with its own communicative goals, structures and specialized language patterns.

Analysis is provided on the characteristic features of official/institutional business discourse like brevity, standardization, use of terminology/nomenclature, formulas and clichés. Specific oral genres like negotiations, meetings, interviews are examined for their language conventions aimed at purposes like persuasion, information exchange, collective decision-making. The dynamic and evolving nature of business discourse in response to developments in society and business is also highlighted.

So in essence, the underlying problem being explored is developing a deeper understanding of the linguistic practices, genres and communicative

norms governing business discourse in English to enhance cross-cultural business communication in a globalized environment. An interdisciplinary analysis from linguistics, pragmatics and discourse analysis perspectives is required to address this problem.

The object of study is business discourse, specifically business discourse conducted in the English language in professional and institutional contexts.

The subject of study is the linguistic features, conventions, genres, and communicative norms that characterize business discourse in English.

The aim of the study is to conduct a comprehensive linguistic analysis of business discourse in English in order to understand its distinct characteristics, genres, and communicative norms, thereby facilitating more effective cross-cultural business communication in global professional contexts; to analyze the language patterns, clichés, formulas used in different oral and written business genres; to examine the pragmatic functions achieved through business discourse (informing, persuading, negotiating, decision-making, etc.); to understand the institutional norms and "rules" shaping business discourse conventions; to study how business discourse evolves with changes in professional/business environments; to provide linguistic and stylistic insights to enhance training/preparation for international business communication.

The objectives of the study on business discourse in English are: to identify and analyze the key linguistic features, patterns and conventions that characterize different genres of business discourse (the use of clichés, formulaic expressions and communicative stereotypes; employment of specific terminology, nomenclature and abbreviations; adherence to norms of brevity, conciseness, objectivity and lack of ambiguity); to examine the structural and compositional aspects of core oral business genres like negotiations, meetings, interviews, presentations etc.; to study the dynamism and evolution of business discourse practices by tracking changes in response to developments in global business environment and professional communication needs; to identify similarities and differences in business discourse conventions across cultures/languages in order to facilitate effective cross-cultural business communication.

The presentation of the main material. The overarching objective ties these specific goals together – to build a comprehensive theoretical and applied understanding of business discourse in English from linguistic and pragmatic perspectives to optimize its use in professional global contexts.

With the development and intensification of integration processes, English is becoming the most common language in the process of interlingual communication at the business level. This explains the interest of linguists in business communication in English.

Throughout the history of mankind, many ideas about business communication have been accumulated. Even the ancient philosophers (Confucius, Socrates, Aristotle) paid attention to the peculiarities of business conversation.

The anthropocentric orientation of the modern humanities contributes to the fact that business communication as a part of human activity is becoming the subject of numerous studies. This process is effectively studied by experts in psychology, sociology, ethics, and philosophy. The success of business communication depends not only on the knowledge of the subject matter (professional foundations of activity), but also on communicative competence, which is realised in the ability to use language means to establish and maintain communication contact in accordance with the rules and conventions of communication, and to influence the addressee in order to achieve communicative goals and implement extra-linguistic tasks, which explains the growing value of scientific recommendations of linguists for business communication as a socially significant activity.

The concept of business discourse was first identified as an independent scientific problem at the intersection of text linguistics and pragmalinguistics only in the last decades of the twentieth century.

Business discourse has been studied by contemporary Russian and foreign scholars: V.L. Ivashchenko, T.V. Chrdileli, L.P. Naumenko, P. Brown, M. Clyne, T. van Dijk, B. Katz, J.P. Kotter and others.

Business discourse takes place in the economic sphere, which covers the relations that develop in the process of solving industrial problems that arise on the basis of and in relation to a certain type of activity related to the production and sale of goods or services and to achieve a business effect, i.e. profit. Business discourse is a purposeful status-role speech activity of people whose common feature is business relations covering not only organisations within, but also relations between organisations, as well as communication between organisations and individuals based on the norms and rules of communication accepted in the business community.

Business discourse is actualised in four main areas. These are commerce, production, finance and intermediation. Each of these spheres has its own

peculiarities caused by: thematic and intentional orientation, terminology and peculiarities of its use, rules of professional behaviour of communication participants, which gives grounds to consider them as varieties of business discourse (Naumenko, 2003, p.123).

The peculiarities of official business discourse include stability, tradition and standardisation, because the scope of its application is business relations between people, institutions and states. As already mentioned, official business discourse is characterised by strict accuracy, objectivity, specificity, conciseness, lack of imagery and emotionality, so the choice of means for it will be determined by the same features. In particular, the use of international lexical items will not be dictated by the desire to implement basic pragmatic attitudes, since the content expressed in the official business style should exclude the possibility of ambiguous interpretation.

Institutional business discourse is both a social and a linguistic phenomenon. Its existence and development, communication mechanisms and a set of expression tools depend on the situation of communication and the requirements of the modern business world. It is the social institution 'business community' that determines the use of language, 'implants' certain knowledge and ideas in the personality of each of its members, dictates strategies and tactics of interaction between social groups and individuals (Sant, 2008). Institutional business discourse is a complex, multidimensional formation, where each area that is part of it has its own unique addressee and addressee, goals and objectives of communication, interaction situations, intentions and strategies for achieving them (Sant, 2008, p.51). The main reasons that determine the dynamism of business discourse are the stable development of society, business and, accordingly, the development of a linguistic personality.

Depending on the scope of the business communication situation, we can talk about business discourse itself and its varieties – commercial, industrial, financial, intermediary, etc., and depending on the form of implementation – about oral (exists in acoustic form) and written (texts of official business documents) business discourse.

The core of the oral BD is an oral dialogue, while the written BD is centred on written texts of official business documents. Between them, in the direction from the written to the oral form of the BD, there is business correspondence (electronic and fax messages). The texts of such messages are virtually impossible to model, as they are created anew each time. Only the standard parts of their

structure are saved – introductory greetings, references to the previous message, concluding phrases, etc.

The oral part of business discourse includes the following main genres: interview, telephone conversation, meeting, business negotiation, presentation, conference, annual shareholders' meeting. The division of business discourse into oral and written is somewhat artificial, because some genres combine both forms of communication (Naumenko, 2003).

For example, an oral interview may be recorded on audio or video tape with subsequent discussion, and the results of the interview must be recorded in writing in the form of a questionnaire with the assessment and conclusions of the commission regarding the candidate for the position/employee; telephone conversations in some companies are also recorded on audio tape with their subsequent printing and processing; business/production meetings are recorded and/or taped; the results of business negotiations are recorded in writing in the form of (preliminary) agreements, the results of conferences and annual shareholders' meetings are covered in materials and reports. As for the presentation, its full text or theses are prepared in advance in writing. The above suggests a certain symbiosis of some genres of business discourse.

All types of BD have certain parameters – integral and differential. The integral feature of the BD is the situation of business communication, which, together with extralinguistic factors, determines its differential linguistic features. In order to obtain a more specific model of a particular type of BD, it is advisable to take into account the goals, interests, desires of communicators, their social roles, status, and positions.

In addition to the main pragmatic function, the purpose of which is to influence the addressee, not the least place in business speech is occupied by the phatic function, the main purpose of which is to establish, continue or interrupt communication, to attract the interlocutor's attention or to make sure that he/she listens attentively (Naumova, 2000). For its successful implementation, BD should rely not only on the interaction of pragmatic and phatic functions, but also on the support of some other factors, in particular dialogicity and appeal, since any interaction involves its addressee.

The subject of business rhetoric is professionally important genres, primarily related to the training of specialists in marketing, management, finance, and the national economy. In the institutional BD, such genres as business conversation, business negotiations, business meetings are distinguished; in a number of modern scientific publications

they are referred to as so-called "complex speech events" (event genre) (Knight, 2002).

Each of the business speech genres has its own specific communicative task and goal (to discuss, formulate an opinion, make a decision, etc.), but at the same time these tasks and goals are similar in that they are realised in business, professional communication of a certain circle of specialists, business people, and in the process of business communication they are often intertwined, complementing and "supporting" each other.

From the point of view of structure, any discourse is an exchange of remarks, including, along with spontaneous speech, template phrases, discursive formulas, precedent texts, communicative stereotypes, etc.

Communicative stereotypes are an integral part of the role behaviour of communicators in institutional BD and its specific genres. Stereotypes are formed on the basis of experience, frequency of repetition of role features that characterise behaviour, manner of speaking, movement, and dress.

Let us now turn to the analysis of certain genres of institutional BD. Let's consider the so-called genre of analysing the results of the implementation of the agreements reached, i.e. establishing contacts and clarifying the content and purpose of business negotiations, which largely determine the tone and productivity of all communication: a clear definition of the concepts of "why, for what purpose business communication takes place" is one of the important components of its effectiveness.

As the analysis of negotiation texts shows, the genre of "presentation of positions" can be represented by one of the contracting parties, although in about a third of cases, both parties present and present their positions. At this stage, the informative purpose of the negotiations is most fully realised. The parties seek to obtain as much information as possible about each other's position, interests, needs, important criteria, etc. in order to develop and conclude an agreement: "Mutual exchange of views often transforms from a dialogue into a kind of alternating monologues and requires the participants to have the skill of creating monologues, albeit small in volume" (Mortensen, 2004).

There are typical language cliché constructions that precede the actual specific presentation of events and established etiquette formulas, usually formulas of greeting, requesting readiness for communication.

If we analyse the phrases of the business negotiation genre separately by phraseological aspects and cliché expressions, we can get the following picture.

In the phrases «*We are here today, to resolve our mutual problem*», «*We are ready to share our comments about ...*», «*We will reach an agreement soon*», «*Our company always takes into account environmental issues wherever it is possible*», «*We make an effort to establish a good rapport with...*», expressions «*to resolve our mutual problems*», «*to share our comments*», «*to reach an agreement*», «*to take into account*», «*to establish a good rapport*» are phrase schemes, as this unit of speech is characterised by economy and capacity, multilevel and stereotyped structure with a constant emotional component.

In expressions «*In our company, high quality is on the agenda*», «*Stop talking about the weather and let's get down to business*», «*Our CO began to explain the plan of action to the partners*», phrases «*on the agenda*», «*let's get down to business*», «*let's analyze the plan of action*» are a cliché, i.e., a stereotypical form and a ready-made formula characterised by a very high stability of the component composition.

The genres of "discussing positions" and "agreeing on positions" are central to the compositional and structural construction of negotiations. At this stage, the parties seek to present their point of view to the fullest extent possible and to realise their interests. The main goal of this stage is to persuade the other party to accept the proposals put forward and change its position. At this stage, the main goal of business negotiations is to reach an agreement. Obviously, the need for agreement arises primarily in relation to differences in positions or differences in interests (in the strategy of joint problem analysis with a partner): "Regardless of what kind of negotiations we are dealing with..., the main question is how to resolve the contradictions of interests (positions) and at the same time realise their coincidence to the fullest extent" (Sant, 2008, p.48).

Another business genre is the meeting. This is a form of organising business communication of the team for the purpose of information exchange and collective decision-making on topical issues (Morand, 2000). The principle of this genre is to discuss professional problems, usually within the organisation's team. Its purpose is to make certain decisions or coordinate mutual actions. This rhetorical genre also contains certain language formulas. Let's analyse them as we did for the previous genre:

«*We made an appointment with...*», «*Our multinational competitors are faced with potentially a phenomenally profitable market*», «*In our opinion, in this situation our employees should...*», «*I do not agree with this situation*», «*How well you present yourself and your ideas...*»:

«to make an appointment», «to face with», «in our opinion», «to agree with the situation», «how well» are phrase schemes.

«In our meeting the colleagues will have a brainstorming session», «We will have a good working meeting», «Meeting called on a routine basis..», «The eye contact and body language are essential to effective meeting», «brainstorming session», «good working meeting», «a routine basis», «eye contact» i «body language» are cliché.

It is noteworthy that the phraseological aspect and clichés in the business meeting genre account for the same number of percent.

Thus, institutional BD tends to stand out for its relative stability and closedness. This is due to its specific functional focus: international treaties, state acts, legal laws, resolutions, charters, instructions, official correspondence, business papers, etc.

Despite the differences in content and variety of genres, institutional BD in general is characterised by a number of common features. These include, in particular:

1. brevity, compactness of presentation, economical use of language;
2. standardised arrangement of material, often with the use of clichés inherent in this style;
3. extensive use of terminology, nomenclature, the presence of a special stock of vocabulary and phraseology, inclusion of difficult to abbreviate words and abbreviations in the text.

Conclusion. In conclusion, business discourse in the English language has emerged as a crucial area of study at the intersection of linguistics, pragmatics and professional communication. As globalization intensifies and English solidifies its role as the lingua franca of international business, developing a comprehensive understanding of the linguistic conventions and pragmatic norms governing business discourse becomes paramount.

This text has examined the multidimensional nature of business discourse, encompassing both oral genres like negotiations, meetings and presentations as well as written genres like official documents, correspondence and reports. Despite contextual variations, business discourse displays some overarching features such as brevity, standardization, extensive use of terminology/nomenclature, and lack of ambiguity. Its language is shaped by institutionalized norms of the global business community.

However, business discourse is not a static phenomenon. It continues to evolve dynamically in response to developments in business practices, professional communication needs and societal changes. Linguistic analysis reveals the myriad ways in which pragmatic goals like informing, persuading, negotiating positions and making collective decisions are discursively achieved through strategically deploying clichés, formulas, interactional patterns and communicative stereotypes.

Going forward, interdisciplinary research drawing from discourse analysis, sociolinguistics and pragmatics can continue to unpack the linguistic underpinnings of business discourse genres. This can generate valuable pedagogical insights for enhancing cross-cultural business communication training and developing professionals' discursive competence. As the world becomes increasingly interconnected, such research efforts are crucial for facilitating successful interlingual business engagement. Understanding and optimizing business discourse in English is key to achieving core objectives like forging agreements, coordinating global operations and driving international corporate success in an integrated economic landscape. This underscores the vitality of this area of study for both theoretical and applied linguistics.

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ВИКОРИСТАННЯ ВЛАДИ ТА АВТОРИТЕТУ В ДІЛОВОМУ ДИСКУРСІ: СТИЛІСТИЧНИЙ АНАЛІЗ

Бабелюк Оксана Андріївна

*доктор філологічних наук, професор,
професор кафедри іноземних мов та перекладу
Львівського державного університету безпеки життєдіяльності
вул. Клепарівська, 35, Львів, Україна,
SAR, запрошений професор, факультету мистецтв
та соціальних наук Сіднейського університету,
Новий Південний Уельс, 2009, Сідней, Австралія*

Зі зростанням глобалізації англійська мова стала домінуючою мовою для ділового спілкування через кордони. Це викликало інтерес лінгвістів до вивчення природи ділового дискурсу в англійській мові. Поняття ділового дискурсу сформувалося як окрема галузь дослідження на перетині лінгвістики тексту та прагмалінгвістики лише в останні десятиліття. Діловий дискурс охоплює цілеспрямовану, статусно-рольову мовленнєву діяльність людей, залучених у ділові стосунки та економічну діяльність, спрямовану на виробництво/продаж товарів чи послуг з метою отримання прибутку. Він актуалізується передусім у чотирьох основних сферах: комерції, виробництві, фінансах та посередництві. Офіційно-діловий дискурс характеризується стабільністю, традиційністю, стандартизацією, точністю, об'єктивністю, конкретністю, лаконічністю, відсутністю образності/емоційності. Він виключає двозначність і формується інституційними нормами бізнес-спільноти. Водночас бізнес-дискурс є динамічним явищем, що розвивається разом із суспільним та бізнес-розвитком. Діловий дискурс можна поділити на усний (діалоги, переговори, зустрічі тощо) та письмовий (офіційні документи – накази, угоди, службові записки тощо), хоча деякі жанри поєднують у собі обидві форми. Кожен жанр має свої комунікативні цілі, структуру та мовні патерни, такі як кліше, формули та комунікативні стереотипи, сформовані професійними нормами. До основних усних жанрів належать інтерв'ю, телефонні розмови, зустрічі, переговори та презентації. Їхня мова відзначається лаконічністю, стандартизованими зразками, термінологією, номенклатурою, аббревіатурами та шаблонними виразами, спрямованими на ефективну ділову комунікацію. Наприклад, у жанрах переговорів використовуються кліше на кшталт «вирішити взаємні проблеми», «встановити взаєморозуміння» тощо. Діловий дискурс – багатовимірне явище, що охоплює спеціалізовані мовні практики світової бізнес-спільноти. Його форми та конвенції адаптовані для досягнення основних цілей, таких як обмін інформацією, колективне прийняття рішень, переконання та кодифікація домовленостей в інституційному професійному контексті.

Ключові слова: ділова англійська мова, діловий англійський дискурс, стилістика, жанр, бізнес дискурс.