

**BUSINESS DISCOURSE SPECIFICS IN POLY CULTURAL SOCIETY****Mishchynska I. V.**

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Business discourse is an integral part of the complex communication processes in modern society, which is multicultural due to historical phenomena and migration processes. Business discourse has acquired a significant role in Ukrainian society due to the rapid development of political, economic and social processes. English as a language of business discourse is a tool that establishes business relations and thus contributes to global progress. The study of the peculiarities of business English functioning and its semantic characteristics will help to determine the most effective ways of communication in the business world. Business discourse exists in written and oral forms. In written form, it is reflected in business correspondence, documentation and office work. In its oral form, business language is used in negotiations, presentations, during business meetings, etc. Since business language uses not only established language forms and clichés but also develops new approaches and ways of functioning, it is worth considering its modern features. Business English should be viewed as professionally oriented depending on the sphere of its use in a polycultural society. Therefore, it is worth paying attention to the linguistic features of business English. Such features include the use of standardized stylistic clichés and the use of corporate jargon depending on the field of application, neologisms, modern smart terms (buzzwords), etc. Business English is characterized by the use of metaphors, expressive words, and idiomatic expressions. Professional jargon is also used in business speech in organizational, corporate and managerial communication. It is represented in corporate speech and the language of marketing. Corporate speech is characterized by the use of long, complex words with hidden meanings. As for the marketing language, which is used in press releases, advertising texts, prepared speeches by executives and politicians, it is characterized by professional slang, neologisms, and terms that have come from specialized fields.

## СПЕЦИФІКА ДІЛОВОГО ДИСКУРСУ В ПОЛІКУЛЬТУРНОМУ СУСПІЛЬСТВІ

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**Ключові слова:** ділова  
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семантичні особливості.

Ділова мова є невід'ємною складовою частиною складних процесів комунікації в сучасному суспільстві, яке завдяки історичним явищам і міграційним процесам є полікультурним. Значної ролі ділова мова набула в українському суспільстві через стрімкий розвиток політичних, економічних і суспільних процесів. Англійська мова як мова ділового дискурсу виступає тим інструментом, що налагоджує ділові зв'язки, отже, сприяє світовому прогресу. Дослідження особливостей функціонування ділової англійської мови, її семантичних характеристик допоможе визначити найефективніші шляхи комунікації в діловому світі. Ділова мова існує в письмовій і в усній формах. У письмовій формі вона відображена в діловій кореспонденції, документації та діловодстві. В усній формі ділова мова застосовується в переговорах, презентаціях, під час засідань і ділових зустрічей тощо. Оскільки ділова мова не лише послуговується сталими мовними формами та кліше, а й виробляє нові підходи та способи функціонування, варто розглянути притаманні їй сучасні риси. Варто розглядати ділову мову як професійно орієнтовану залежно від сфери застосування в полікультурному суспільстві. Отже, варто звернути увагу на лінгвістичні особливості ділової англійської мови. Такими особливостями можна вважати як застосування стандартизованих стилістичних кліше, так і застосування корпоративного жаргону залежно від галузі застосування, неологізмів, сучасних модних термінів тощо. Сучасній діловій мові притаманно застосування метафор, експресивних слів, ідіоматичних виразів. Застосовується також професійний жаргон у діловому мовленні в організаційній, корпоративній і управлінській комунікації. Він представлений у корпоративному мовленні та мові маркетингу. Корпоративному мовленню притаманно вживання довгих складних слів із прихованим значенням. Щодо мови маркетингу, яка використовується у пресрелізах, рекламних текстах, підготованих промовах виконавців і політиків, то для неї характерні професійний сленг, неологізми, терміни, які потрапили до неї зі спеціалізованих галузей.

**Statement of the problem.** A significant number of business contacts and development of various sectors of economics in modern society have necessitated intensification of this type of discourse. Business discourse is a powerful type of discourse characterized by the use of socially marked lexicon in a polycultural society. The words and phrases emerge and function in accordance with the needs and pragmatic goals of modern society. Such vocabulary is used by people for professional purposes to solve economic, legal and business issues in the course of business discourse. At the same time,

it is an obvious fact that in contemporary globalized society, mutual understanding in business relations would be impossible without the use of English as “a communication tool between you and your customers, so that your business would be easier to operate. Because, by understanding English, you would be able to market around the world. In addition, people working in a certain company also needed English to meet business needs” [1, p. 178].

International business discourse is viewed as cultural knowledge that “lives and dies in textual occasions” [2, p. 634]. That is why it is important to

highlight the features of business discourse peculiar to certain conditions of its usage in particular communities consisting of diverse ethnic groups and represented by people of diverging social layers.

**The aim of the article** is to highlight the characteristic features of business language in polycultural society.

**Objectives of the article:**

- identify the importance of business discourse in contemporary polycultural society;
- highlight the peculiarities of business language in contemporary polycultural society;
- characterize semantic features peculiar to business discourse.

**Subject and object of research.** The subject of the research is business language in contemporary polycultural society.

The object of the research is semantic features of written and oral business discourse.

**Main research material presentation.** The term “polycultural” has different definitions in scientific literature, its main idea being existence of various cultures connected with historically developed forms of community in a society. It is usually a society consisting of various ethnic groups and national minorities. As the Ukrainian society consists of more than 18 ethnic groups it’s definitely a polycultural society influenced by all processes of the global society that follows its major trends, one of which is the English language as a language of communication used in all spheres of public life. Some scientists define the term “polyculturalism” as “the preservation and integration of cultural identity of the individual in a poly- / multinational society” [3, p. 222]. As a matter of fact, English as a second language is widely used by different social groups in Ukrainian society. People involved in business, public activists, computer users, viewers of TV programs, newspaper readers, teenagers form social groups mainly influenced by English.

Official business style is commonly used in the legal, administrative, and social spheres. Business speech is inherent in the fields of politics, judicial proceedings, and is generally used in production, trade, management, and international relations. Thus, subtypes of formal business style include the style of legal documents, diplomatic style, and administrative and clerical style. Each of them is characterized by specific features, communicative forms and language clichés.

Official business style can exist in written and oral form. In written form, it is reflected in business correspondence, legal texts, and office work. In oral form it is used during meetings, negotiations, interviews, presentations, speeches, etc. In particular, M. Pilegaard notes with regard to the written form of business discourse: “<...> greater care is spent on

adapting the text to its illocutionary purpose in written than in oral communication <...> that the deployment of politeness strategies therefore more truly reflects strategic considerations in written than in oral form” [4, p. 240].

In its oral form, business discourse has something in common with the style of journalism and with the style of informal speech. As I. Rolak argues, “Clichés, terms, and terminological phrases, sometimes official language expressions, even business-slang, are widely used in oral business communication” [5, p. 109].

Expressive words, idiomatic expressions and metaphors were not inherent in business discourse from the beginning of its use. There used to be clear rules of business discourse that were followed by business people who were engaged in business. Today, the process of business communication is more dynamic, facilitated by intercultural relations in all spheres of social life. Professional jargon has become part of business discourse as a means of intercultural communication in a multicultural society. It differs from Standard English in its specific vocabulary and phraseological units, as well as in its higher level of expressiveness.

It is generally believed that professional jargon is used mainly in informal communication, when professionals discuss professional issues. In formal communication, on the other hand, special terminology is used both orally and in writing. Representatives of the same profession use professional jargon when discussing their professional topics. Specific features of professional jargon are reflected at the phonetic, grammatical and lexical levels. Professional jargon is often used as socially marked vocabulary in business discourse. Since business discourse is represented in organizational, corporate and managerial communication, it includes the use of professional jargon in these areas of communication.

M. Grygiel considers that “business English is often associated with a specialized terminology and when treated as a professional jargon, it can fall into a number of subcategories, such as corporate jargon or business jargon” [6, p. 6]. Being a professional jargon, it consists of such subgroups as corporate jargon (used in large corporations, administrative management systems and similar places of work, which involves the use of long, complex or obscure words, euphemisms and abbreviations) and marketing language (used in marketing press releases, advertising texts and prepared statements by executives and politicians, characterized by the use of professional slang, neologisms, and terms that have passed into marketing language from specialized technical fields).

Business discourse affects all spheres of social life in a polycultural society. The phenomenon of business discourse has been in the center of attention

of linguists for several decades. In particular, G. Cook sees discourse as “language in use, in communication, rather than examples of how an abstracted system is structured in order to teach a language or literacy” [7, p. 6]. Other authors consider business discourse as the use of spoken and written language by people whose main work activities and interests are related to business and who come together for the purpose of doing business. For instance, F. Bargiela-Cappini and C. Nickerson also consider it as “the interaction that takes place between people whose main activity is business-related and whose contacts are motivated by issues related to their business” [8, p. 2].

According to the concepts of business discourse by T. A. van Dijk, N. Fairclough and R. Vodak and P. Clinton, it is viewed as the verbalization of business mentality, realized as an open set of thematically related texts on a wide range of business issues, considered in conjunction with their extralinguistic contexts, covering certain “thematic subtypes”, such as economic discourse, corporate discourse, negotiation discourse, etc.

In written business discourse (articles, business letters, memoranda, contracts, reports, minutes, etc.), not only phrase-based, standardized stylistic clichés are used (*I am pleased to recommend. <...> We would appreciate a reply by fax. Thank you for your recent inquiry, and your interest in our product*), but also professional jargon (*number-crunching, take a nose dive, sell like hotcakes, fall by the wayside, word-of-mouth, market globalization, break even, through the grapevine, go belly-up*, etc.).

One of the greatest advantages of *grapevine communication* is team building and interpersonal relationships [9].

*Market globalization* gives businesses an opportunity to propel brand awareness, increase sales and establish markets in new economies [10].

London property is *selling like hotcakes* (Have you ever bought a hotcake?) [11].

Such words and expressions as “arbitration”, “cryptocurrency”, “diversification”, “fintech” (financial technology), “holding period”, “incubator firm”, “information memorandum”, “investment committee”, “risk-to-capital”, “regulatory manager”, “venture capital”, “syndicate”, “realization”, “platform”, “start-up” are referred to the key terms, phrases and words which are currently the most important and regularly used in Venture Capital (VC) and explained by MJ Hudson Group. Other words and expressions such as “*global reporting initiative (GRI)*”, “*EU taxonomy*”, “*integrated reporting*”, “*materiality*”, “*international labor standards*”, “*principles for responsible investment*”, “*energy efficiency directive*” included to the same manual are examples of environmental social governance terms [12].

As the analysis of McLaren Annual Report and Consolidated Financial Statements for 2022 shows the most often used examples of corporate jargon are “*capital expenditure / value*”, “*volatility*”, “*efficiency savings*”, “*cost inflation*”, “*wholesales*”, “*convertible preference shares*”, “*recapitalization process*” [13]. It is obvious that market has become more adaptive to the challenges of the day.

As for the language of marketing, it is described as “a power of constituting the given through utterances, of making people see and believe, of confirming or transforming the vision of the world and, thereby, action on the world and thus the world itself, an almost identical magical power which enables one to obtain the equivalent of what is obtained through force (whether physical or economic), by virtue of the specific effect of mobilization” [14, p. 170].

In other words, the language of marketing is the jargon or technical lexicon that relates to marketing or business in general. It is a layer of beautiful, polite language void of any special meaning that hides the real things behind common standard phrases.

Some buzzwords used by professionals in diverse spheres may change their forms and meanings and function as word-combination components forming neologisms. Examples of such neologisms are “*coinbase*” – *a popular centralized cryptocurrency exchange (Times.com 03-May-22)*; “*furlough*” – *a temporary laying-off of employees, usually because there is insufficient work to occupy them (Rishi Sunak, BBC News 19-Mar-20)*; “*meme stocks*” – *stocks which become inflated following a social-media frenzy (The Economist 2-Aug-22)* [15].

Other examples of neologisms are “Bitcoin Cash”, “cryptocurrency”, “world, the bought-not-sold scenario”.

The professional jargon of business discourse often uses metaphors. Metaphor has become the main means of forming English professional jargon. It explains specialized terms in a figurative sense, giving the language an emotional and expressive color. The following examples can illustrate the use of metaphors in business discourse:

*As part of the unique customer experience, the Group offers highly personalised “tailormade” products through its MSO (McLaren Special Operations) subdivision <...>* [16, p. 3].

*McLaren exists to continually push the boundaries, and it is this philosophy that has driven the company to its current position as one of the world’s most illustrious luxury automotive, motorsports and technology brands.* [16, p. 20].

*Events such as a public health crisis (e.g. COVID-19) or significant market disruption (e.g. conflict in Ukraine) may adversely impact the Group, its suppliers, customers and dealers, and the*



*macroeconomic environment in which they operate* [16, p. 10].

Other examples of metaphors emerging as a result of business press analysis are: *Russia is being boxed into a corner; banks are injecting liquidity into their economy; causing a ripple effect; an international basket of currencies; the dollar's upward trajectory; economic climate, etc.*

So, metaphors add expressiveness and emotional coloring to business discourse. They make financial processes part of everyday life.

New forms of communication in a changing world require new ways of establishing business procedures. Interactive forms of business are now actively used for successful business. For example, blogs, podcasts, mash-ups, RSS feeds, tagging, bookmarking, social networks, and wikis are just some of the products and tools that consumers use to organize and share their conversations, ideas, and creations (user-generated content).

Obviously, these forms aim to avoid marketing language in everyday business procedures, which is often explicitly stated in social media advertising. These new forms of business create a new area for further research on professional jargon.

**Conclusion and further perspective of the research.** To sum up, business discourse is a peculiar feature of polycultural society. It is represented by such types as academic business discourse, public business discourse, document business discourse, the discourse of business media, and the discourse of professional business communication. In contemporary Ukrainian society it has been in wide use due to the latest events in the country and in the world that require constant communication with foreign partners concerning issues of regular assistance to Ukrainian society in all spheres of public and social life.

Peculiarities of business language in contemporary polycultural society are determined by the requirements of people involved in different spheres of human activities. They often choose business English for communication and solving business tasks. For that purpose they choose official business language in work of their enterprises and companies. It follows the norms of Standard English and uses special professional terms.

The characteristic feature of business discourse has been usage of professional jargon by social groups of people involved in different spheres of business. Professional jargon falls into a number of categories, namely formal jargon, corporate jargon and marketing language. While formal jargon is characterized by professional terminology, corporate jargons do not include professional terminology. Buzzwords, neologisms and acronyms of specialized technical terms are widely used in marketing language.

Further perspective of the research includes analysis of professional terminology and professional jargon of business discourse.

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