

LINGUISTIC PERSONALITY IN THE BUSINESS DISCOURSE CONTEXT

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The article is dedicated to the structural components of linguistic personality and its role and place in the business discourse. The analysis of approaches to the selection of the discourse types and business discourse characteristics in the context of the field one are introduced.


Keywords: linguistic personality, business discourse, speech action, structural components, field discourse type.

В статье исследуются структурные компоненты языковой личности, ее роль и место в деловом дискурсе. Представлен анализ подходов, с помощью которых выделяют типы дискурса и особенности делового дискурса в контексте отраслевого в частности.

Ключевые слова: языковая личность, деловой дискурс, речевой акт, отраслевой тип дискурса, структурные компоненты.

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INTRODUCTION

Language provides social life of humans. The historical experience of man's and nation's life is reflected in culture expressing the spirit of history and epoch, and thus leading to the intercultural communication. The global nature of peoples' communication nowadays requires the humanistic orientation. Due to cross-cultural communication this would allow a person to thrive and evolve basing on the unity of universal and national values. A special role in the development of humanistic personality and creation of favourable atmosphere for the dialogue of cultures is played by a language serving as an environment for the development of human relationships. The success of intercultural communication depends on the values, attitudes, knowledge and behavioural responses of the culture and language carrier, defined as a **linguistic personality**.

The problem of definition of the linguistic personality and its functioning in different areas of communicative behaviour is reflected in the works of Ukrainian and foreign researchers (Bogin G.I., Zasyekina L.V., Karasik V.I., Karaulov Y.N., Krasnyh V.V., Seville-Troike M. and others).

Interest to human as a linguistic personality can be traced in numerous approaches and interpretations of modern linguistics, as well as psychology and psycholinguistics. However, verbal behaviour properties and functioning of linguistic personality in the business discourse have not been the object of complex analysis; no synthesis of typological characteristics of business English discourse has been introduced.

Hence the relevance of the research is based on the theoretical and practical necessity of studying the issue.

The aim of the study is an attempt to identify main characteristics of the business English discourse, to determine the role and place of the business discourse in the linguistic personality activity.

Main body

At the present stage of the development of linguistics, there are a great number of approaches to the analysis of the discourse as well as determination of its types. However, there is no diversity in approaches to examination of the discourse, considering human behaviour as **speech activity** and the minimum dependent unit of the discourse as a **speech act**. The term «discourse» put into circulation by American linguist Zellig Harris, has gained a wide range of meanings and approaches, which cover the following:

1) discourse as the «language above the level of the sentence or phrase» (S. Harris, M. Stubbs, D. Shyffrin, V. Zvegintsev);

2) discourse as any «use of language» (G. Brown, G. Yule, R. Fasold);

3) discourse as utterance (H. Clark, D. Shyffrin);

4) discourse as the text together with extra-linguistic (pragmatic, socio-cultural, psychological, etc.) factors, text as a purposeful social action, component of the interaction between people and their mechanisms of consciousness (cognitive processes), the «language in life» (N. Arutyunova).

The generalized definition of the discourse suggested by F.

Batsevych should also be introduced. It claims that «discourse is the type of communicative activity, interactive phenomenon, the speech stream, which has various forms of expression (oral, written, paralingual), occurs within a particular channel of communication and is governed by the strategy and tactics of participants involved in communication» [1, p.158].

Interpreting the linguistic relevance of the discourse as the most substantial category of speech code enables language researchers working in the field of the communication processes to discover new prospects in studying live human interactions. Observations proved that the discourse is not only a specifically structured category of communication, but the unit of speech code within which a particular interaction of semantic, syntactic and pragmatic components is revealed [1, 3, 8].

Discourse is an aggregate of human speech activity being cognitive and communicative by its nature. Hence communicative activity (i.e. the discourse) is defined by specific aims and intention through which a communicant (i.e. the linguistic personality) builds up his communicative strategies and tactics.

Problems concerning the linguistic personality functioning in conditions of communication, where it is regarded as a generalized image of the carrier of cultural and linguistic values, attitudes, knowledge, behavioural responses, typological features and styles of communication belong to the core issues in the linguistic personality theory. Our interpretation of the linguistic personality

tends to be grounded on the definition of the personality as a certain person with particular individual mental, emotional, motivational and volitional qualities.

Interpretation of the linguistic personality as a set of personal cognitive, motivational and emotional characteristics serving as a ground for its identity expressed in language, allows distinguishing structural components of the linguistic personality.

Linguistic personality comprises three main components: cognitive, emotional and motivational. The cognitive component is represented by the linguistic ability as a psycho-physiological background of language acquisition, provided by physical substrate of speech activity – the brain; language abilities, as individual specific characteristics of a person that create the prospective possibilities for the effective mother tongue acquisition both in oral and written form; linguistic knowledge as a set of linguistic (phonological, lexical, grammatical, pragmatic) and encyclopaedic knowledge – common system of well-arranged and ranked units about the world; linguistic strategies as individually peculiar ways of perception and generation of information comprising skills (subconscious automated language operations), skills (heuristic perceived performance in different speech contexts); linguistic competence as a set of knowledge and effective strategies in using the mother tongue; the language picture of the world, as the amount of knowledge about the world, expressed in the language and subordinate to ethnic vision of specific national and cultural environment carriers [6, p.24].

Emotional component includes emotional attitude of a person to the language reality, in other words – peculiarities of mother tongue functioning, the level of its development, extension and usage in different spheres of social life.

Motivational component embraces aims, motives and intentions. This component provides transformational regularities from evaluation of individual speech activity to understanding oneself as a linguistic personality being a carrier of the national culture and representative of the national identity. The ultimate aim of the linguistic personality (the self-development being its motive respectively) is the formation

and improvement of mother tongue means in order to express the major categories in one's native culture.

Determination of the structure of the linguistic personality and peculiarities of its functioning through interaction of the defined components makes it possible to outline main directions in the linguistic personality's development in the contemporary social environment. The directions are focused mainly on aspects not provided by psychophysiological features of the person, but caused primarily by the influence of social factors, namely by the structured category of communication.

As apart of our research, in the business discourse context the concept of "linguistic personality" involves considering its language constituent as a systemic cultural «enzyme» and the mechanism of its development, as well as treating it – as the personality forming ensemble of how the nature of language culture mastering affects individual and social traits of a person. Linguistic personalities may manifest in different contexts of human life – professional, interpersonal, intimate.

Since the subjective interest lies in the linguistic personality functioning in terms of the business discourse, at this stage the approaches to determination of discourse types need to be analysed.

V. Karasik distinguishes two types of the discourse: personal (personality-oriented) and institutional (field), considering them from the standpoint of various branches of human knowledge. That is to say that the institutional discourse has as many varieties as institutions: political, educational, scientific, religious, military, sports, health, media discourse, etc. [8].

Somewhat different approach is employed by O. Yashenkov who distinguishes types of the discourse according to the field of communication: teaching, medicine, advertising, religion and politics [10, p.190-192].

Analysis of different scientific approaches to pointing out types of the discourse has proved that the business discourse covers all types of the institutional discourse and provides communication, specified by social functions of the participants and regulated both in content and form. Institutional discourse (communicative activity) is a specialized kind of communication

between unacquainted people, who have to communicate in the given coordinates of status and role relationships.

Business discourse (communication) is the fundamental component of social communication in the commercial, administrative, legal, economic and diplomatic spheres. New economic and social conditions lead to the commercial and organizational activities in which a great number of people are involved. This situation emphasizes the necessity of learning speech patterns used in business communication, improving the linguistic competence of people engaged in social and legal relationship and those carrying out their professional duties.

The ability to conduct business negotiations successfully, properly compose text documents and work with documents is considered to be the most important component of the professional culture of every educated person. Speaking and communicating properly, discussing and commenting – all these kinds of speech activity must be acquired and used in daily professional communications.

A linguistic personality of a certain type is particularly evident in the professional and business spheres. The integration concept of linguistic personality suggested by Y. Karaulov treats its structure as a unity of lexicon, thesaurus and pragmatics, which correspond to the following levels:

- 1) The verbal-semantic level, i.e. natural language fluency;
- 2) The cognitive level covering "mentifacts" (term introduced by V. Krasnyh) – knowledge, concepts, ideas that shape the world picture of the speaker;
- 3) The pragmatic level including the speaker's objectives, motives, interests and intentions.

It is important to emphasize that business communication involves the ability to use one's own tactic and strategic experience. In order to achieve a certain result, due to practical activity and intentions of communication participants, the following strategies are used in the business discourse:

- a) Information receiving strategy;
- b) Information providing strategy;
- c) Information retaining strategy.

A required condition for the successful business discourse is to possess the

knowledge on the communicative code, which is a system of principles, rules and conventions based on certain categories and criteria and regulating the speech behaviour of participants. Australian linguist M. Holliday singled out three groups of parameters forming the register of communication: the discourse sphere, the social role disposition and the discourse mode.

The above-mentioned rules and registers of communication tend to constitute that the business discourse language spoken by the representative of any language culture not only must be perfect in terms of linguistic rules, but should comprise features of expressiveness, argumentation, logic, accessibility, clarity, etc. A representative of language culture should have a good command of all functional styles of native language: official, scientific, publicist, colloquial. This means that a business person, for example, can equally easily write a scientific report or an article, speak at a press conference, give an interview, write presentation speeches, greetings, requests, to say nothing of professional speech activity - drafting documents, conducting meetings, negotiations and business meetings.

As mentioned above, the linguistic personality expresses language behaviour in professional communication, defined as a specially organized guided process of exchanging messages of understanding based on scientific principles, organization of mutual understanding, achieving of optimal interaction, mutual cognition in various fields of activity of the professional communication participants. Professional communication is essential for implementation of any activity associated with the interaction of people.

CONCLUSIONS

The study of the linguistic personality in terms of the business discourse helped to understand the fact that any person served by the language not only as a set of linguistic rules, but primarily as a mechanism of expressing national cultural space, can function as a linguistic personality whose development is based on comprehensive coverage of all structural components (cognitive, emotional, motivational) affected by social factors. A detailed study of the linguistic personality subject as a complex psychological study promotes significant progress in

solving urgent problems: psycholinguistics (the phenomenon of bilingualism and its psychological mechanisms), social psychology (problems of communication), ethnic psychology (problems of ethnic consciousness, national character, national and cultural space of the interethnic tolerance formation), educational and age psychology (the problem of language genesis and developmental influences to creation of a program meant to optimize its conditions). It should be noted that among the prospects of further business discourse studies the thorough study of its strategies and tactics is of great importance, as well as features of the linguistic personality in the English-language discourse.

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