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*N. V. Shamina (Saransk, Russia)
National Research N. P. Ogarev Mordovia State University*

On Business English Communication Etiquette

В статье рассматриваются особенности и нормы делового английского этикета. В результате проведенного исследования углублены представления о роли речевого этикета в англоязычном обществе. Нет никаких сомнений в том, что знание деловыми партнерами культуры речи является важной составляющей успешного делового общения. Культура речи в деловом общении существенно влияет на убедительность речи и предполагает свободное владение языком. Автор приходит к выводу, что умелое владение речевым этикетом неизменно приводит к успеху в любом виде деятельности. Практическая значимость данной работы заключается в том, что результаты исследования могут быть применены в различных ситуациях делового общения.

Ключевые слова: деловой этикет, культура речевого общения, языковые средства, перлокутивный эффект, дискурсивные стратегии

The article discusses the features and norms of business English etiquette. As a result of the conducted research, the ideas about the role of speech etiquette in English-speaking society have been deepened. There is no doubt that business partners' knowledge of speech culture is an important component of successful business communication. The culture of speech in business communication significantly affects the persuasiveness of speech and assumes fluency in language. The author comes to the conclusion that skillful command of speech etiquette invariably leads to success

in any kind of activity. The practical significance of this work is that these studies can be applied in various business communication situations.

Keywords: business etiquette, culture of speech communication, linguistic means, perlocutionary effect, discourse strategies

Everyone has to deal with what is commonly called business etiquette. It is necessary to be able to correctly compose an official letter or invitation, accept a partner and negotiate with him, resolve a controversial issue and establish mutually beneficial cooperation. A lot of attention is paid to all these issues in many countries. Every person, regardless of progression, social status, has to face similar problems to one degree or another.

Business etiquette is an established order of conduct in the field of business and business contacts. In business English, business etiquette must be observed. Etiquette, if understood as an established order of behavior, helps to avoid mistakes or to smooth them out in accessible, generally accepted ways.

The relevance of this work lies in the fact that business etiquette in written and oral communication occupies a special place in the art of behavior. If, by violating certain norms of behavior at home or in society, we risk mainly the reputation of a well-mannered person, then in business such mistakes can cost a lot of money and a career. Compliance with the rules of negotiations and compliance with the rules of business etiquette has now become one of the most important conditions and ways to get ahead and maintain leadership in business.

The culture of speech communication is understood as a highly developed ability to communicate according to the norms historically established in society. At the same time, linguistic means and methods of implementing such communication are used, the purpose of which is to achieve the maximum perlocutionary effect.

One of the conditions for effective communication is the maximum consideration of the characteristics of communication partners. It is the concept of the culture of speech / verbal communication that allows us to take a broader look at optimization methods, since it also includes the interlocutors' knowledge of "speech strategies" or "communication strategies" ("discourse strategies"). Linguists have identified such "communication strategies" as, for example, "rules of language use, or rules of speaking" by D. Hymes [3]; "maxims" by H. Grice [2]; "stylistic strategies" by G. Lakoff [5]; "rules of following, interpretation and generation" by W. Labov [4]; a set of "rules of converse, politeness and pragmatic competence" by R. Lakoff [5]. The theoretical basis of this work is also the works of such researchers in various fields of linguistics as N. Brieger [1], P. Post [6], M. Powell [7]. In connection with the above, the purpose of this work is to consider the features and norms of business English etiquette.

Business partners' knowledge of the speech culture is an important component of successful business communication. The speech culture in business communica-

tion significantly affects the persuasiveness of speech and assumes fluency in language. It is expressed in the objective assessment of the communication partner's thinking level and in communicating with him in an understandable language, which is necessary for communication partners' effective business interaction.

A specific feature of business communication is its regularity, i.e. compliance with established rules and restrictions. These rules are determined by the type of business communication, the degree of its formality, the goals and objectives of a particular meeting, national and cultural traditions [9]. The regularity of business communication also requires a stricter attitude to the use of speech means by its participants. In business communication, abusive words and obscene expressions, colloquialisms are not allowed, the use of words of a limited scope (jargonisms, dialectisms, professionalism) is undesirable. An unpleasant impression is made by errors associated with violation of the modern literary language norms, word usage inaccuracy, utterance incomprehensibility, verbosity. All this testifies to the speakers' low speech culture and, of course, undermines the credibility of them and their words. The proficiency degree in speech etiquette determines the degree of a person's professional fitness [10]. This primarily applies to civil servants, politicians, educators, lawyers, doctors, managers, entrepreneurs, journalists, service sector workers, that is, to those who, by the nature of their activities, constantly communicate with people.

English speech etiquette is a set of special words and expressions that give a polite form to English speech, as well as the rules according to which these words and expressions are used in practice in various communication situations. Skilful command of speech etiquette is a sign of a well-bred person, and good manners, as well as other personal virtues, are highly valued in a decent society [8]. England and other English-speaking countries have not undergone the historical catastrophes that have befallen Russia, so English speech etiquette has a long and very authoritative tradition – any deviation from speech etiquette is perceived as a manifestation of bad manners or as deliberate rudeness. So, for example, if a young Englishman seeks the patronage of an influential person and violates the norms of speech etiquette in communication with an influential person, then, most likely, a young Englishman will not receive the desired patronage. This can have a sensitive effect on his career, which, however, may not take place at all due to the unwillingness of an influential person to deal with an ill-mannered person for whom no one can vouch.

English speech etiquette is important not only for the English themselves, but also for all students of English as a foreign language. English speech etiquette is peculiar and has its own rules and norms, which sometimes differ significantly from the rules and norms, for example, of Russian speech etiquette. This leads to the fact that a very cultured Russian person may seem impolite among the English if he does not speak English etiquette when communicating with them in English. Russian is also a

language that an English gentleman may seem impolite to communicate in Russian with cultured Russians if he is not trained in Russian speech etiquette.

Business etiquette is the most important aspect of professional behavior of a business person. Business ethics is based on such universal values as:

1) freedom. A business person should value not only the freedom of his commercial actions, but also his competitors' freedom, which is expressed in the inadmissibility of interference in their affairs;

2) tolerance. Awareness of the impossibility of instantly overcoming the partners', clients' or subordinates' weaknesses and shortcomings;

3) tact and delicacy. Tact in communication is the understanding of the conformity of goals and norms of behavior and the ability to apply these norms;

4) justice. Objective assessment of personal qualities of people and their activities. Recognition of their individuality, openness to criticism, self-criticism;

5) business commitment. The ability, no matter what, to fulfill the obligations assumed.

It would not be an exaggeration to say that English speech etiquette (however, like the speech etiquette of any other language) is one of the components of the great art of pleasing and endearing people. Consequently, English speech etiquette is of great practical importance and for this reason deserves special and careful study and constant improvement in it.

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