

PRAGMATIC STRATEGIES AS A BASE FOR BUSINESS COMMUNICATION MODEL

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To date, increasingly more obvious it becomes that the term *competitiveness* is going hand in hand with the concepts of *competence, professionalism, and culture*. In a modern society there is a great demand for the specialists with a high culture of communication, able to create an efficient and qualified dialogue using various strategies and tactics. Today's world is impossible without communication based on the correct organized business language, which allows discussing important issues, resolve economic, legal, scientific, political and business matters. This study further explores an official business communication subject from the point of a multidisciplinary approach. Particular attention is paid to the study of pragmatic strategies of oral and written business communication. A model of business communication strategies is provided, which allows recognizing the specifics of the business discourse and demonstrating its distinct parameters. The experience of studying business communication course at a technical university is also being introduced.

Keywords: business communication, language system, pragmatic strategy, theoretical analysis, modeling, experiment

I. INTRODUCTION

An operating factor for optimizing the various activities and building a constructive partnership is a business communication, which contributes to the solution of professional tasks in the business community and development of professional linguistic identity. Modern processes of globalization as well as growth of the number of business communication participants cause an active interest in exploring a business communication theory and determine its significance. Therefore, a scientific review of pragmatic strategies of a business dialogue and the essence of business communication, in our opinion, is a relevant topic to search. According to the German scientist Niklas Luhmann, such communication is the mainstay of society, the cause and the beginning of its formation, "social systems, basically, are formed solely due to communication" (Luhmann, 1987).

Objective of this research was the development and creation of complete multidimensional model of business communication pragmatical strategies defining specific features of a business discourse (on material of a pilot study).

Promotion of this purpose has caused statement of the following research tasks:

- 1) to systematize theoretical developments about business communication, applying integrative approach to its research;

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- 2) to define ontologic characteristics of structure and content of business communication;
- 3) to carry out the analysis of pragmatical tactics and strategies as optimum means of achievement of productive business interaction.

In modern time business communication becomes the object of study of various scientific disciplines, and is being explored at different levels and in a variety of concepts. Penetration of business communication in all spheres of society requires emergence and development of a new approach to its study based on in-depth synthesis of various perspectives, different visions of its nature, the definition of its role and place in society development, as well as today's changes in the official business sphere. This raises the need for an integrative approach to investigating the official business communication from a perspective of several scientific disciplines as linguistics, communication theory, sociology, pedagogy, psychology, and others. This approach allows us to consider business communication from different angles as a special type of communication, characterized by national and cultural traditions, along with professional and ethical principles.

It should be noted that in scientific literature there are many definitions of business communication based on different conceptual approaches, while the general theoretical paradigm is missing. According to figurative definition of Karl Rosengren, the theoretical model "looks like as it is divided into several isolated frog ponds", among which there is a very little productive communication, and few cases of successful interaction (Rosengren, 1993).

On the basis of summarizing and analyzing the research of domestic and foreign scientists, we determine the meaning of "business communication":

- a process of business interaction between communicators, which goal is to create and bring to a state of maximum efficiency of particular type of object activity as scientific, industrial, educational, etc. (Vasilik, 2004);
- a process of cooperation, concerted actions of business partners, aimed to an effective cooperation, achieving goals, improving business relationship (Volodina *et al.*, 2002);
- a chief binding process, when "the information exchange is built into all major types of administrative activity", and which ensures the implementation of the basic functions of management (planning, organization, motivation, and control) (Meskon *et al.*, 1951).

Particular attention is also paid to the consideration of business communication by scientists, which use a variety of terms while exploring this subject (Koester, 2010; Gunnarsson, 2009; Daft *et al.*, 1984; Yates *et al.*, 1998).

Bargiela - Chiappini points out the need of business communication for the relation of people in business organizations (Bargiela - Chiappini, 2009; Nickerson *et al.*, 2007).

As a subject of scientific analysis and theoretical studies, business communication differs by its variety of concepts and views, a common feature of which is anthropocentric factor: consideration of communication from the perspective of the person's intentions, his or her behavior, forms of expression; from the perspective of business interactions of people: groups and teams as well as the conditions of their operation.

Thus, in spite of the fact that business communication as independent scientific discipline as special field of knowledge and researches has already developed, it needs development of its scientific concepts and categories, systematization and generalization as its demand by society grows. In this regard it is possible to claim that relevance of research is undoubted. Certainly, it is connected with changes in society, with changes of requirements of society, with the advent of an increasing number of business communication forms, etc. Therefore now there is a need in studying of business communication bases in educational institutions including in higher education institutions. The main objective of business communication teaching is formation and development of communicative culture of future expert, his preparation for professional activity and adaptation in the business world.

II. MATERIALS AND METHODS

The following methods were applied in the work: method of theoretical knowledge; methods of empirical research (supervision, comparison, description); elements of the component analysis of lexical units, lexico-semantic and syntactic analysis of text fragments.

The method of theoretical knowledge consisted in detection of the general regularities of business communication, in the description which are available in scientific literature of pragmatical strategies and models of communicative behavior in business interaction.

Methods of empirical research were used as in abstract part of research (at the description and comparison of various approaches to the concepts "business communication" and "strategy"), and in practical part of research (in the analysis of students' works).

The method of the component analysis of lexical units was applied during the consideration of value of the concept "pragmatic" and determination of its prepotent value.

Methods of lexico-semantic and syntactic analysis of text fragments were used in experimental part of research in the analysis of students' texts.

Theoretic-methodological basis of research leans on:

- the leading concepts which are put forward by foreign scientists within the theory of communication (Luhmann N, Rosengren K. E, Vasilik M. A., Pribytok I. I., etc.);

- researches of foreign and domestic scientists in the field of business communication (Gunnarsson B., Bargiela - Chiappini F., Astafurova T. N., Zaretskaya E. N., Panfilova A.P., Koltunova M. V., Mintsberg G., Akhatova B. A., Kulgildinova T. A., etc.);
- the conceptual provisions of foreign scientists developed in the field of linguistics of the text and the theory of a discourse (N. D. Arutyunova, V. I. Karasik, M. L. Makarov, A.V. Olyanich), a business discourse (T. A. Shiryayeva, Radyuk A. V.).

III. RESULTS

Skills of effective communication and constructive behavior are very important for improving the efficiency of business relationships. These skills are determined, above all, by the knowledge of linguistic foundations of business communication, forms of written documentation and oral information transmission.

Therefore when teaching the language of business communication, an official style of the speech it is important to inform students that the present versions in business communication (written and oral), have the distinctions mentioning all the levels of language system: lexicon, morphology, syntax, text level.

Considering features of written and oral business communication, it is necessary to pay attention of students on the integrating and differentiating signs of business communication.

Differential features include

- written speech is a mediated communication, which happens through written text, as well as oral speech is a direct communication, in which the information exchange takes place via two channels: auditory and visual;
- information conductors in the process of oral business communications are paralinguistic tools, they do not exist in written communication;
- a written business speech differentiates by rigor formulations, strict regulation, direct order of words in sentences, as well as by the abundance of involved verbal participle phrases and the use of complex sentences; oral business communication has inherent qualities such as fragmentation, disorder, roughness, and the use of simple sentences;
- the role of written business communication, compared to orally, is related to its traditional purpose –documentation of business information, transmission of confidential information; articulating and agreeing on certain contractual conditions; maintaining business and personal relationships;
- written texts of business communication, compared to the texts of oral communication, have a hard text frame defined by the formal and logical principle of organization, strictness of document registering rules.

Correspondence to the shape of the document is absolutely essential for any business writing text.

Outlining the differential features of oral and written communication, it is necessary to take into account the fact that they belong to one type of communication – business communication. Consequently, these species have integrant characteristics that can be defined by pointing out the following common similarities:

- are standing in a complex unity and in a speech practice take essential and almost the same place by their importance;
- are used in the business areas of public life: in production, management, education, law and others;
- are existing in a constant interaction and interpenetration: any written text may be read out aloud, and oral speech can be recorded with help of technical means;
- a common basis for both of them is a literary language.

Undoubtedly, in the course of studying of an official style students have to come to understanding that contents and a form of each communicative form within oral and written business communication depend on communicative intention (intension) and the expected result (effect). For efficiency both oral, and written business communication the knowledge of strategy of interaction, language features of business communication providing communicative competence, - a necessary condition of professional growth of the modern person assuming not just an exchange of business information, but also joint cooperation are necessary.

Today many modern linguistic theories are turning to modeling business interaction, selecting models and behavioral strategies, that activate business communication, help to improve the level of linguistic competence of communicants and to form effective business communication skills. However, in spite of numerous publications on business communication, system analysis research of domestic and foreign scientists showed that the process of learning the pragmatic strategies of business communication is remaining poorly studied. Namely, the concept of “pragmatic strategy” has not been accentuated; the analysis of pragmatic strategies in business communication has not been carried out. The foregoing suggests that studying pragmatic strategies in business communication is relevant and requires further research.

Let us start with consideration in dictionaries of the term “strategy” (from the Greek “stratos” means “army”, and “ago” means “to lead”). This term had not been used in linguistic science previously. Here we can consider the meaning of this concept in dictionaries:

- ✓ in the military “strategy” means an integrant of military art, covering the theory and practice of the armed forces for war, its planning and leading (Samokhina, 2005);

- ✓ in the psychology, strategy is a general plan, a procedure of conducting psychological research, treatment, etc. (Golovin, 1998);
- ✓ in the context of pedagogics, strategy is “an algorithm of action planning, which based on decomposition of goals into sub-goals, finding the ways of achieving them” (The dictionary on social pedagogics, 2002);
- ✓ in game theory, according to Von Neumann and Morgenstern, “strategy is a comprehensive plan indicating what moves would make the player in every possible situation” (Von Neumann, Morgenstern, 1990).

Therefore, in modern science, there are several approaches to the definition of this concept, which based on theoretical basis of different disciplines: pedagogics, psychology, logic, ethics, information theory, linguistic pragmatics. In various fields of sciences, many scientists were engaged and are continuing to be engaged in strategies research. Among of them are: T. Popov, S. Sukhih, A. Filinsky, E. Vereshchagin, I. Borisova, E. Zaretskaya, M. Dokuchaeva, N. Ruzhentseva, O. Parshina and others.

Goikhman and Nadeina, the researchers of verbal communication theory, consider the concept of “strategy” as “awareness of the situation as a whole, and determining the direction of development in order to achieve the purpose of the communication” (Goikhman, Nadeina, 2007).

Skovorodnikov defines the given concept as follows: “Speech (communicative) strategy is a general plan, or “vector”, of verbal behavior, which is expressed in the choice of ...circumspect and gradual speech acts.” According to the researcher, each speech (communicative) strategy is characterized by a specific set of speech tactics. Speech (communicative) tactic is a concrete step, or stage of the speech in the process of speech strategy implementation; it is also a verbal action (verbal act or a combination of several verbal acts), corresponding to a particular stage in the implementation of speech strategy and aimed to solve the problem of private communication at this stage. Implementation of the total sequence of speech tactics is designed to achieve the communicative purpose of verbal communication (specific interaction)” (Skovorodnikov, 2004).

Issers considers communication strategy as “a cognitive plan of communication, through which, in terms of information gap about the partner’s actions, the optimal problem solution of the speaker is being controlled”. In addition, he notes that “the concept of strategy, borrowed by the pragmatics from the art of war, gives priority not to the cooperation, but to the victory (which is understood as a productive effect on the listener, as transformation of his model of the world in the desired direction for the speaker) (Issers, 2008).

Borisova believes that the communication strategy “is the result of the organization of verbal behavior of the speaker in accordance with the pragmatic purposefulness, intension. In a broad sense, communicative strategy is understood

as a common intention, the problem on a global scale, the most important task of a speech dictated by the practical purpose of the producer". According to the scientist, communicative strategy involves the selection of facts, submitting them in a certain light and making the speaker to organize his speech correspondingly. It also determines the selection and use of linguistic resources. Further the researcher talks about the intended and instinctive communication strategies. Intended communication strategies are associated primarily with the achievement of a practical purpose, and the instinctive one is not determined by deliberate plan, or conception: "If an intended strategy is accepted to be correlated with the intention of speaking and its implementation in the speech, the instinctive strategy can be correlated with the concept of psychological attitude of the speaker" (Borisova, 1999).

Thus, the content of the strategy is a set of rules of behavior, which is used to determine the basic directions of activity. In our view, the strategy is not only a plan of setting goals and planning actions, but it is an action itself.

The concept of "business communication strategy" is extremely important to our ongoing research. Relying on research papers of the scientists in the field of business communication, we will try to give a right definition of this concept with help of the following statements:

- Communication strategy is an organization of verbal behavior of the speaker in accordance with the pragmatic purposefulness, or intension (Romanova, 1988);
- Business strategy is "determination of the main long-term goals and objectives of the enterprise, the adoption of a course of actions, the allocation of resources necessary for achieving the goals" (Chandler *et al.*, 1998).

To summarize, we can conclude that the strategies of business communication are:

- first of all, certain lines of communicative behavior as well as speech actions and language facilities appropriate to the situation;
- the result of selecting and forming the direction of an entity's communication activity;
- communication policy, designed for the future to ensure the achievement of long-term goals of the organization.

Thus, considering under strategies of business communication certain lines of communicative behavior, the corresponding situations speech actions and language means, we define that strategy is the integrated model of the actions intended for achievement of definite purposes. It follows here from, that students have to understand that for achievement of a definite purpose in business interaction it is necessary to choose the strategy including target, resource and technical

characteristics on communication, the functional and role characteristic of communication process.

An analysis of research on business communication strategies allows us to conclude about the prevalence of interest in them to the user of communication systems, to the pragmatic aspect, therefore, in the context of our study, we consider not just concerning communication strategies, but the pragmatic strategies of business communication, with an emphasis on anthropocentric orientation of our research.

The concept of a pragmatic strategy in general was introduced by van Dijk, who saw it as a cognitive model of a complex description, understanding and generating the text (van Dijk *et al.*, 1989).

Let us consider the meaning of this concept in a dictionary: pragmatic–businesslike, practical, efficient, logical, realistic, down-to-earth (Aleksandrova Z.E., 2001). Using the method of component analysis of lexical meanings, we define that pragmatic business communication strategies involve real (working, efficient) lines of communicative behavior in the process of business communication, and a complex of speech actions aimed at achieving the communicative goal.

Thus, a pragmatic strategy of business communication is understood as a planned program of actions, which depends on the practical purposes of the communicants. It is a real way to the realization of ideas, and involves selection of the required information, its submission in a proper perspective, which may have an impact on cognitive, psychological world of recipient. Pragmatic strategies through mastering the rules of business communication, business etiquette, also taking into account a corporate culture, a status of the interlocutors, individual qualities, represent a selection of the tone of communication, a selection of language mode of communication, and a selection of behavior in general, aiming eventually achieve a positive result.

Business communication researchers point out different communication strategies:

- compromise strategy, or reconciliation strategy, is used to exit from conflict situations, defuse tension in business relations;
- strategy of rapprochement of partners' positions, combining their interests;
- strategies of cold onslaught, ruthless pressure and protracted negotiations are strategies aimed to win with help of any methods or techniques.

When discussing communication strategies of different purposes and content, scientists offer various options of classifications. For example, Berne defines the following standard communication objectives and, consequently, communication strategies:

- conventional (reaching an agreement, signing a contract and maintaining conditions of a convention);

- conflict (detecting differences and focusing on these differences), characterized by a mild verbal behavior, which is regulated by conventions system of business etiquette of a respective ethnic group;
- manipulative (capturing the semantic space of communication in order to impose the speaker's strategy on a communication participant) (Berne, 1980).

Of course, a variety of other strategies for effective business process are also considered in the scientific literature, but ultimately, a pragmatic strategy can only be that one, which is based on an understanding of the communicative situation, on knowledge of communicants' individual characteristics and features of a given social group's speech tradition. When choosing a pragmatic strategy, it is important to be guided by the following skills:

- ✓ ability to choose a strategy according to the situation;
- ✓ ability to model the situation;
- ✓ ability to determine the situation with its all advantages and disadvantages;
- ✓ ability to see connection of the situation with the other cases, to analyze these relationships and predict their development;
- ✓ ability to take into account conditions and factors contributing to the improvement or deterioration of a business interaction (Moore, 2001).

In other words, a pragmatic strategy, that promotes leading civilized professional activities and achieving expected results, depends on:

- the correct choice on it;
- thought - out implementation;
- knowledge of the case and a thorough preparation for the process of business communication;
- communication skills and verbal culture of communicators.

In addition, the multi-purpose nature of the genres of business communication requires such strategies, technologies, procedures and operations, which are based on the general principles of verbal behavior, depending on the formulation of specific practical objective and its implementation plan. Undoubtedly, the most productive are the strategies that rely on features of the country's culture and its value system as a traditional rhetorical ideal (Koehn, 1999; Vogel, 1998).

According to Bakhtin, "the choice of strategy in business communication is determined by practical reasons, social and economic status, position of the communicants, social and behavioral characteristics as well as cultural specificity of communicative behavior (Bakhtin, 1979).

Certainly, in the business communication according to each situation, a certain set of tactics and strategies are corresponded, but the main principle of business communication is the cooperation, which is carried out through a cooperative strategy of three types:

- organizational strategies build business discourse and communicative variation;
- rhetorical strategies mean verbal influences on the communication partner such as belief, motivation, imposing opinions, threat;
- compensatory strategies imply the correction of linguistic errors and failures: clarifying the partner's position, summarizing points of view, searching for a compromise (Astafurova, 1997).

Thus, pragmatic strategies, tactics and techniques considered in this paper perform a variety of functions. They are the basis of business communication training, planning and implementation of productive speech interaction. We believe that this is one of the ways to increase the level of linguistic competence and skills of effective communication.

It should be noted that in a written business communication certain strategies are applied as well, involving "norms of speech behavior intuitively expected by all members of linguistic community" (Matveyeva, 1993). Matveyeva considers that correlation of the main features of business functional style and the position of speech communication theory with actual, empirically verified observations allowed to bring out the following strategies of verbal behavior of a business communicant in official paper texts:

- strategy leading to a standard state;
- strategy of information completeness;
- strategy of brevity;
- strategy of logical clarity;
- strategy of politeness;
- strategy of naturalness;
- strategy of expressivity;
- strategy of societal prestige.

These strategies define verbal behavior of business communicant and constitute his/her communicative competence.

Following the scientists, we mark the direct dependence of pragmatic strategies in business communication on linguistic factor. The knowledge of business partnerships formulas will provide successful performance. They are: formulas of politeness, formulas of criticism and compliment; formulas that stimulate dialogue and discussion; formulas supporting positive statements; formulas on neutralization of psychological tricks and formulas on supporting partnerships.

Adherence to etiquette forms of behavior towards partners and people around, forms of address and greetings, behavior in public places, manners, clothes, and, accordingly, observance of etiquette speech rules in business situations –all of

these are the key to successful business communication. The fundamental rules of business communication also include: respect self-esteem as well as partner's personal status, understanding his/her interests and behavior, taking responsibility for the result.

In other words, each participant in the process of business cooperation must understand that he should be a bearer of standard of communication conduct, should be aware of himself as a subject of communication and have a high level of communicative culture, which is based on the generally accepted moral requirements for communication: politeness, correctness, tactfulness, modesty, accuracy, and courtesy. No less important components of communicative culture are knowledge and skills related to speech activity, that is culture of speech. Correct and neatly organized speech, composed and delivered respectively to specific business situation will lead to expected results.

Thus, the use of speech etiquette, based on applying etiquette formulas and respecting the culture of conduct, as well as knowledge of business communication characteristics, is defined as a *special pragmatic strategy* aimed at creating a positive atmosphere in a team, reducing number of conflicts, increasing labor productivity and quality of decisions, rational use of working time, and effective fruitful business cooperation.

Modern linguistic theories today are turning to modeling of business communication, by meaning the modeling as an important plan of action in the process of business communication. The success of business interaction result depends on the correct choice of communication model.

According to the researchers, the ontological nature of business communication is resulted not just in a language, but also includes all the complexity of communicative interaction, cultural and social experience of man (A. Wierzbicki, N. Arutyunova, N. Zhinkin, I. Gorelov, V. Kashkin, A. Kravchenko, A. Zalevskaya, I. Klyukanov).

System analysis on approaches and models of business communication shows that the object of attention among a number of models is usually an etiquette model. Undoubtedly, using etiquette models, which are mainly based on the knowledge of business style and speech etiquette rules, as well as the principles of courtesy, shall give the expected result. However, in case of absence of, or underdeveloped, behavioral philosophy in general, the result can be opposite. Therefore, in our study we tried to examine models of pragmatic strategies in business communication, taking into account a number of factors of a human nature, namely: psychological and physical characteristics of the communicant, his/her mental characteristics, personality traits, attitudes, level of speech culture and cultural behavior.

The theoretical analysis conducted on this problem allowed to proceed with empirical search, a summarized purpose of which was to develop a model of

pragmatic strategies in business communication on the basis of experimental verification of students' knowledge at Karaganda State Technical University. The group was selected with Kazakh language training, learning the basics of business communication in the course of studying disciplines called "Russian language" and "Professional Russian language". During the experiment, it was important to determine the level of students' knowledge and skills, their compliance with the level required for successful business cooperation in professional activities; determine the nature of attitude of students to the business communication, as well as to diagnose how students evaluate their communicative development and how bright the motive of achievement is expressed in them.

Experimental work was carried out in three stages, which were modeled temporally. The first phase involved studying the problem in the process of in-class learning. As it has been observed, a technical college students lack of reliable scientific knowledge about the basics of business communication and strategies, that promote effective communication. This fact was confirmed by the students' own answers, where they stated that they are experiencing serious difficulties in establishing business contacts with other people, conducting effective business communication, and public speaking. Therefore, dissatisfaction with their own level of competence was noticed.

At the first stage the work was carried out in two directions: a) studying the basics of business communication, its linguistic features, specifics of forms and types of business communication; b) preparing the students to use strategies in the process of business communication. After the students had heard a course of lectures provided within the curriculum, practical training on relevant topics, as well as self-studying recommended literature for this course, the second phase began, that is writing an independent work by students, which involved creating business texts according to the communicative situation. The list of documents offered in the self-guided work, was drawn up taking into account the wishes and interests of students, and the knowledge of which is necessary in everyday social life.

When the students were selecting the documents, their opinions were as follow:

- ✓ an application is the most common type of document;
- ✓ properly written resume is assistant in a search of decent work, an effective self-presentation, a chance for successful employment;
- ✓ writing an autobiography is a method of knowing oneself, a way of self-studying the past experience;
- ✓ personnel report, or character reference, is a review concerning business and moral qualities of a person that help to benefit oneself from their past, to separate valuable things from unimportant ones, to receive a good push for their own self-improvement.

The third stage, the final one, consisted of analyzing experimental results. It was based on the detection of the students' awareness degree about the specifics of a communicative situation during business information exchange, editing an appropriate document, determining the quality of a business text. In our opinion, an important parameter that had determined the nature of the considered relationships was the inner aspiration of the student, his objective concerning the nature of communication. Therefore, success of students' work was determined by:

- motivation of students, that is an internal process of gaining personal sense of the course being studied;
- the level of training for the business writing: prepared and not prepared;
- the level of communicative competence: having high, not high enough, and a low level of communicative competence.

Accordingly, in the given communicative situation, participation of different types of language identities with specific nature of their verbal behavior led to the creation of texts with various formality degrees (Table 1).

TABLE 1: EXPERIMENTAL RESULTS

<i>Motivation level</i>	<i>Communicative communication level</i>	<i>Preparedness level</i>	<i>Results by %</i>	<i>Students quantity</i>
high	high	prepared	20%	19
not high	average	prepared	44,4%	43
not high	average	not enough prepared	20,3%	20
low	low	not prepared	15,2%	14

After analyzing the students' work, we have summarized that most students have an idea about the purpose of the documents. They make a right choice of document type respectively to the business situation, reproduce the layout of a document placing details in the text are a consistently, aware of the need for official business language, and seek to comply with the accuracy and specificity of business speech. To a lesser extent, the students pay attention to the syntactic organization of language units, to the logical and compositional structure of the text, to the need to comply with such qualities of the text as brevity/completeness, clarity, coherence, and so on.

The analysis of the experimental results has allowed to assume that not all students are aware of the following fact: document creation process automatically implies the inclusion of the speaker in the process of business interaction. The speaker should certainly be clear of the *strategy* of this interaction, which involves the ability to implement effective self-presentation speech in order to form a positive and prestigious image of the speaker. The chosen strategy, which suggests a certain selection of facts and their supply in a certain light, should have an impact on

intellectual, strong-willed and emotional sphere of the listener. This requires the creation of information-intensive document, capable to implement certain communicative tasks– to persuade, induce, or attract attention.

IV. DISCUSSION

The conducted experiment allows to conclude that an effective achievement of results in business relationship is contributed by the optimal choice of pragmatic strategies and tactics of business communication. Therefore, taking into account the results of the study, based on analysis of the special literature on this issue, we have tried to develop an all-in-one approach, a model of pragmatic strategies for business communication, which can serve as a work plan in preparation for business interaction.

The simplest model of a single communication process consists of the following components: Communicator (Sender), the actual information and Recipient (Receiver) (Figure 1).

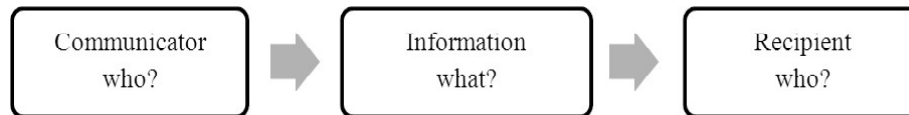


Figure 1: Communication model

However, while building the model of pragmatic strategies for business communication, the factors contributing to the improvement of business relations should be taken into consideration. Knowledge of these factors in the process of business interaction is a must (Figure 2).



Figure 2: Factors of successful business communication

The model of pragmatic strategies of business communication, of course, has to include components necessary for creating a communicative process, and has to take into account factors contributing to the fruitful cooperation of participants of the communicative process. Therefore, when building a complete three-dimensional model, the components of Communicator and Recipient serve as its facets. Text

(or business information), as a result and a product of business communication, appears for a through-axis of the model, including the characteristics, indicating its membership in a professional business community. All types of business communication texts are the links in a chain of business events between members of professional communication, rather than single samples of business language use. Based on our model, it is possible to determine the basic properties of the text: targeting, dialogueness, structured grammaticality, standartization, and informativeness (Figure 3).

Thus, the developed model as a research construct is an effective means of knowing the specifics of the business discourse, allowing to demonstrate its specific parameters: a specific purpose, the participants of communication, specific information, a specific strategy aimed at results.

While assuming the definition and recognition of the communicants' intentions, as well as selection and use of appropriate language means in accordance with the situation and peculiarities of business style, pragmatic strategies find expression in:

- understanding of implementation of the person's own communicative intention;
- impact on the communication partner;
- determining the socio-cultural background of the situation;
- keeping distance in communication; creating and maintaining a positive mental state;

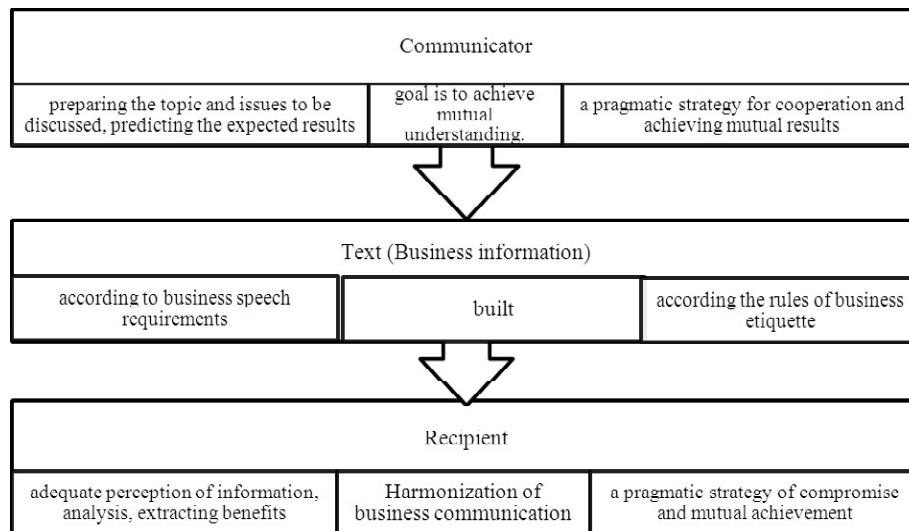


Figure 3: The model of pragmatic strategies for business communication

- using appropriate language and cultural-marked funds in business communication.

In our opinion, teaching business communication strategies on the basis of domestic and foreign studies related to different scientific disciplines (psychology, pedagogy, communication theory, linguistics, sociology, etc.) is very complicated. Therefore, as part of our work we have made an attempt to unite materials considered in different sciences and create a common model of pragmatic strategies to facilitate harmonization of relations between business partners, to achieve harmony, balance, understanding and, as a consequence, improve the efficiency of communication.

V. CONCLUSION

The study showed that the verbal behavior of the business individual is determined by its knowledge of pragmatic strategies of business communication, language features of business interaction, as well as by its belonging to a certain culture. The source for the model of the person's speech behavior comes from the patterns of social behavior, including samples, instructions, knowledge, values, ideals and norms of activity from the context of a particular culture. Features of national culture and history, ethical and aesthetic views of the participants of communication have a substantial significance here.

Besides the modern paradigm of pragmatical strategies which characterize business communication differs in hierarchical structure and substantial parameters which are based as on national and cultural behavioural schemes, and on complexes of verbal and nonverbal indicators of speech behavior in the sphere of business communication.

On the basis of research results we come to the following conclusions:

1. The official discourse represents difficult, multidimensional formation, system of genres in which each component making it has its addressee and sender inherent only to him, the purpose and problems of communication, situations of interaction, intension and strategies of their achievement. Ontologic parameters of business discourse are: officiality, regimentation and structure.
2. Pragmatical strategy of business communication assume planning and realization of speech communication process depending on the purposes, specific conditions of business communication and persons of communicants. Strategic planning of the speech is based on the basis of ideas of certain forms (genres) of business communication, regularities and potentially admissible opportunities of communicative interaction (taking into account motives, purposes and reactions of partners in communication) and all situation of communication in general.
3. Process of generation and interpretation by participants of communication of business texts of various genre types depends on the choice by the

sender of the pragmatical strategies making productive impact on the addressee and making transformation of model of the sender's world in the direction, desirable for the addressee.

4. The model of pragmatical strategy of business communication is the schematized image of pragmatical behavior of communicants representing set of skilled knowledge, stereotypic situations and realization of pragmatical strategies of business interaction.

Thus, we conclude that the success of the business cooperation depends on the development of communicative skills of using necessary strategies of business communication, as well as formulate its most typical situations, taking into account social, cultural and behavioral specifics of the business partner. Therefore, business communication is comprehensive only when the outer, inner and behavioral aspects of an individual are harmoniously connected to each other.

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