

**BRNO UNIVERSITY OF TECHNOLOGY**

**Faculty of Electrical Engineering  
and Communication**

**BACHELOR'S THESIS**

**Brno, 2017**

**Sofia Pankina**



# VYSOKÉ UČENÍ TECHNICKÉ V BRNĚ

BRNO UNIVERSITY OF TECHNOLOGY

## FAKULTA ELEKTROTECHNIKY A KOMUNIKAČNÍCH TECHNOLOGIÍ

FACULTY OF ELECTRICAL ENGINEERING AND COMMUNICATION

### ÚSTAV JAZYKŮ

DEPARTMENT OF FOREIGN LANGUAGES

## ENGLISH AS A LINGUA FRANCA IN BUSINESS CORPORATIONS

ENGLISH AS A LINGUA FRANCA IN BUSINESS CORPORATIONS

### BAKALÁŘSKÁ PRÁCE

BACHELOR'S THESIS

#### AUTOR PRÁCE

AUTHOR

Sofia Pankina

#### VEDOUCÍ PRÁCE

SUPERVISOR

Mgr. Petra Zmrzlá, Ph.D.

BRNO 2017

# Bakalářská práce

bakalářský studijní obor Angličtina v elektrotechnice a informatice

Ústav jazyků

**Studentka:** Sofia Pankina

**ID:** 173592

**Ročník:** 3

**Akademický rok:** 2016/17

**NÁZEV TÉMATU:**

## English as a Lingua Franca in Business Corporations

**POKYNY PRO VYPRACOVÁNÍ:**

Analýza a srovnání autentických materiálů nadnárodní společnosti různých žánrů.

**DOPORUČENÁ LITERATURA:**

Ehrenreich, Susanne (2010). English as a Lingua Franca in Multinational Corporations - Exploring Business Communities of Practice. In English as a Lingua Franca: Studies and Findings, eds. A. Mauranen and E. Ranta, 126-151. Newcastle upon Tyne: Cambridge Scholars Publishing.

Jenkins, Jennifer (2007). English as a Lingua Franca. Attitude and Identity. Oxford: OUP

Mauranen, Anna (2010). Introduction. In English as a Lingua Franca: Studies and Findings, eds. A. Mauranen and E. Ranta, 1-7. Newcastle upon Tyne: Cambridge Scholars Publishing.

Seidlhofer, Barbara (2010). Orientations in ELF Research: Form and Function. In English as a Lingua Franca: Studies and Findings, eds. A. Mauranen and E. Ranta, 37-59. Newcastle upon Tyne: Cambridge Scholars Publishing.

**Termín zadání:** 9.2.2017

**Termín odevzdání:** 2.6.2017

**Vedoucí práce:** Mgr. Petra Zmrzlá, Ph.D.

**Konzultant:**

**doc. PhDr. Milena Krhutová, Ph.D.**  
*předseda oborové rady*

**UPOZORNĚNÍ:**

Autor bakalářské práce nesmí při vytváření bakalářské práce porušit autorská práva třetích osob, zejména nesmí zasahovat nedovoleným způsobem do cizích autorských práv osobnostních a musí si být plně vědom následků porušení ustanovení § 11 a následujících autorského zákona č. 121/2000 Sb., včetně možných trestněprávních důsledků vyplývajících z ustanovení části druhé, hlavy VI. díl 4 Trestního zákoníku č. 40/2009 Sb.

## **DECLARATION**

I hereby declare that I have worked on this thesis independently, using the resources listed in the bibliography.

## **PROHLÁŠENÍ**

Prohlašuji, že svoji bakalářskou práci na téma English as a Lingua Franca in Business Corporations jsem vypracovala samostatně pod vedením vedoucího semestrální práce a s použitím odborné literatury a dalších informačních zdrojů, které jsou všechny citovány v práci a uvedeny v seznamu literatury na konci práce.

Jako autor uvedené semestrální práce dále prohlašuji, že v souvislosti s vytvořením této semestrální práce jsem neporušila autorská práva třetích osob, zejména jsem nezasáhla nedovoleným způsobem do cizích autorských práv osobnostních a/nebo majetkových a jsem si plně vědom následků porušení ustanovení § 11 a následujících zákona č. 121/2000 Sb., o právu autorském, o právech souvisejících s právem autorským a o změně některých zákonů (autorský zákon), ve znění pozdějších předpisů, včetně možných trestněprávních důsledků vyplývajících z ustanovení části druhé, hlavy VI. díl 4 Trestního zákoníku č. 40/2009 Sb.

V Brně dne .....

.....

(podpis autora)

## **ABSTRACT**

This thesis will explore the term lingua franca, define its sources, key areas and practical implications. It will also contain definitions of the language of business and different types of discourse, genres and the differences between them. In its last part the thesis will consist of the comparison of texts written for business purposes in different genres.

## **KEYWORDS**

Language, lingua franca, business linguistics, business discourse, genres of business discourse, business contract, F.A.Q. section, business chat.

## **ABSTRAKT**

Semestrální projekt prozkoumá termín lingua franca, určí její zdroje, klíčové oblasti a praktické důsledky. Rovněž zahrne definice obchodního jazyka a různé druhy diskurzu, žánrů a jejich rozdíly mezi nimi. Poslední část obsahuje porovnání psaných textů různých žánrů pro obchodní účely.

## **KLÍČOVÁ SLOVA**

Jazyk, lingua franca, obchodní lingvistika, obchodní diskurz, žánry obchodního diskurzu, obchodní smlouva, často kladené dotazy – F.A.Q., obchodní chat.

**PANKINA, S. English as a Lingua Franca in Business Corporations. Brno: Vysoké učení technické v Brně, Fakulta elektrotechniky a komunikačních technologií, 2017. XY s. Vedoucí semestrální práce Mgr. Petra Zmrzlá, Ph.D..**

## **ACKNOWLEDGEMENT**

I would like to sincerely thank Mgr. Petra Zmrzlá, Ph.D, for supervising my bachelor thesis and for her help and support, which helped me in creating it.

## **PODĚKOVÁNÍ**

Chtěla bych poděkovat Mgr. Petře Zmrzlé, Ph.D. za odborné vedení a předané rady k mé bakalářské práci, které mi pomohly při samotném zpracování.

# CONTENTS

<b>LIST OF ABBREVIATIONS</b> .....	12
<b>LIST OF FIGURES</b> .....	13
<b>LIST OF TABLES</b> .....	13
<b>1 INTRODUCTION</b> .....	14
<b>2 ENGLISH LANGUAGE AS A LINGUA FRANCA</b> .....	15
<b>2.1 English language for business purposes - BELF</b> .....	15
<b>2.2 Business linguistics</b> .....	16
<b>2.3 Discourse</b> .....	16
<b>2.4 Business discourse</b> .....	17
<b>2.5 Genres of business discourse</b> .....	17
<b>3 PRACTICAL PART - ANALYSIS</b> .....	19
<b>3.1 Business contract analysis</b> .....	19
<b>3.1.1 Analysis of linguistic properties of English BCL</b> .....	19
3.1.1.1 Archaic words .....	19
3.1.1.2 Formal words .....	20
3.1.1.3 Strings of synonymous words .....	20
3.1.1.4 Special terms .....	20
3.1.1.5 Passive voice .....	21
3.1.1.6 Long sentences .....	21
<b>3.1.1.7 Conclusion</b> .....	21
<b>3.1.2 Analysis of linguistic properties of English BCL</b> .....	22
<b>3.1.3 Analysis of the structure of the contract</b> .....	22
<b>3.1.4 Conclusion</b> .....	23
<b>3.2 F.A.Q. section analysis</b> .....	24
<b>3.2.1 Analysis of linguistic properties of F.A.Q. section</b> .....	24
3.2.1.1 Grammatical moods .....	24
3.2.1.2 Avoiding complex structures .....	25
<b>3.2.1.3 Conclusion</b> .....	26
<b>3.2.2 Analysis of the linguistic properties of F.A.Q. section</b> .....	26
3.2.2.2 Dialogic interaction .....	26
<b>3.3 Business chat analysis</b> .....	28
<b>3.3.1 Analysis of linguistic properties of the business chat</b> .....	28
3.3.1.1 Use of specific terms, acronyms and abbreviations .....	28
3.3.1.2 Use of specific signs – emoticons .....	30



3.3.1.3	Spoken and written language.....	31
3.3.1.4	Use of linking, addressivity, quoting and references.....	33
<b>3.3.2</b>	<b>Analysis of pragma-linguistic properties of business chat.....</b>	<b>33</b>
3.3.2.1	Participation structures.....	33
3.3.2.2	Anonymous medium.....	34
<b>3.3.3</b>	<b>Structure of the business chat.....</b>	<b>34</b>
<b>3.3.4</b>	<b>Conclusion.....</b>	<b>35</b>
<b>4</b>	<b>CONCLUSIONS.....</b>	<b>36</b>
<b>5</b>	<b>REFERENCES.....</b>	<b>38</b>
<b>6</b>	<b>APPENDIXES.....</b>	<b>41</b>

## **LIST OF ABBREVIATIONS**

EFL - English Language as a Foreign Language

BELF - Business English as a Lingua Franca

BCL - Business Contract Language

FCL - Formal Contract Language

FAQ - Frequently Asked Questions

ESP - English for Specific Purposes

## **LIST OF FIGURES**

Figure 1 .....	19
Figure 2 .....	24
Figure 3 .....	25
Figure 4 .....	28
Figure 5 .....	29
Figure 6 .....	29
Figure 7 .....	29
Figure 8 .....	29
Figure 9 .....	29
Figure 10 .....	30
Figure 11 .....	30
Figure 12 .....	31
Figure 13 .....	31
Figure 14 .....	32

## **LIST OF TABLES**

Table 1 “Formal and Common words comprehension” .....	20
---	----

## 1 INTRODUCTION

One of the features of the modern society is a high attention paid to the problems of language because language has the main informative and communicative functions. Language is the most important sign system in human culture: it is used as a tool allowing sharing of emotions, desires and ideas using a system of symbols. It also allows spoken communication and emphasises on thinking processes. Language helps creation, perception and saving of information in terms of the human culture. Admittedly, it is the first form of human culture and cultural creatures owe their shape and existence to language (Kulczycki, 2007). Nevertheless, as cultures differ, languages differ also – in today's world exist at least 8000. Such a multiplicity of language systems in the world creates miscomprehension and handicap human communication. A Danish linguist Otto Jespersen wrote: „An American may travel from Boston to San Francisco without hearing more than one language. But if he were to traverse the same distance on this side of the Atlantic, he would have a totally different story to tell (...) he would then hear perhaps Norwegian, Swedish, Danish, German, Czecho-Slovakian, Hungarian, Rumanian, Bulgarian, Turkish, Greek, and then in Egypt Arabic and a little English (...) He would not have heard of the languages spoken in Europe (Shenton et al., 1928, 12). In order to avoid this, *international auxiliary languages* were created during XVII-XIX centuries – universal languages making the whole social communication easier. In 1903 the term “*interling*” (shortened from the term “*internationalelingua*”) was offered by G. Peano and accepted by linguistic society.

Initially, *Lingua Franca* (meaning *language of Francs*) was the name of a concrete language form based on the lexicology of French, Province and Italian languages. This form was created specifically for the negotiations between Arabic and Turkish tradesmen with the Europeans and existed until XIX century.<sup>1</sup> In today's interpretation the term *lingua franca* is used for the naming of a special sociolinguistic category, functional type of the language that is being used as a tool of communication between speakers with different native languages in different fields. The leading position among modern languages that are used as such tool has been acquired by English language.

---

<sup>1</sup> [https://www.wikiwand.com/en/Lingua\\_franca](https://www.wikiwand.com/en/Lingua_franca)

English language has been chosen as a tool of international communication for obvious reasons: geopolitical position and economic and cultural properties of the English speaking countries.

## **2 ENGLISH LANGUAGE AS A LINGUA FRANCA**

As a tool of international communication English language is used in different spheres of human interaction: science, commerce etc. In this case *lingua franca* could be referred to as the language form used in international discourse (Crystal D, 2003). The evolution of English language is specified by the variety of the outside, social factors which are defined as globalization of the English language. Globalization is a two-sided process that presupposes the expansion of the English and American-English languages from one side, and the influence of the other languages from the other. The character of this mutual influence defines the features of the evolutionary process of the language. In today's world the forms and functions of the English language are shown in the paradigm formulated by B. Kachru. He separates three circles of using of the English language:

- Inner, that is bounded by native context of using the English language in countries which are supposed to be English-speaking (Great Britain, USA, NEW Zealand, Australia, Canada, Ireland, South Africa).
- Outer circle, that is formed by the countries where world Englishes (national variations of English language) were spread as a result of the colonization, such as India, Malaysia, Singapore, Kenya, Nigeria and others.
- Expanding circle is a context of using English language as a Foreign language – EFL. In countries of this circle English language is not a national language and used for international communications. Such countries are Russia, Japan, China, Brazil etc.

### **2.1 English language for business purposes - BELF**

Never-ending topicality of the questions of professional communication, of the role of language in the life of a specific professional society is obtaining new meaning in the context of the rapidly changing social processes and changes humanity is facing today. Globalization of business operations and communication technologies, internationalization of the economics and commerce, extension of the borders of European Union and Eurozone and other factors are influencing the changes and development of the tendencies of today's society, in which learning of English language is now playing a significant role.

Business English language in XXI century is a new professional language (Business English as a Lingua Franca (BELF) - a special code that is used by the members of the global business-society for the commitment of business operation in this specific business area (Kankaanranta. & Louhiala-Salmien, 2007; 55).

## **2.2 Business linguistics**

Completeness and global scope of the business area are forcing scientists to begin to approach the problems of the language study and culture in terms of their role in business communication. This is a field of study called Business Linguistics, which explores specific functions of language in business context, finds the resources and the use of language in business activities, and studies other aspects of business communication (for example verbal and para-verbal aspects) (Daniushina, 2010; 241-242). Business linguistics studies many different aspects:

- Business Discourse;
- Professional sublanguages in terms of business sectors (manufacturing, management etc.);
- Written and oral communication in business, especially its genre classification;
- Documentation linguistics: correspondence, contracts;
- Special language techniques for advertising and marketing;
- Business rhetoric: lingua-pragmatics in business context;
- Teaching and academic language of business, used in studies and training, consulting and coaching;
- Intercultural business communication;
- Business terminology and vocabulary;
- Language of the business media.

## **2.3 Discourse**

The term *discourse* is extremely difficult to define as it is one of the most complex terms not only of the today's linguistics but also of semiotics and philosophy. British psychologist Ian Parker defined this term as an interrelated set of texts and the ways of their production, distribution and perception, that in common creates objectives. (Parker, 1992; 3).

In other words, the term might be defined as a social practice determined by social structures or as a meaningful and purposive constituents of the language, or as a language above the sentence and clause often constituting a coherent unit.

## **2.4 Business discourse**

The object of the study of Business linguistics is Business Discourse, the term that had appeared in the book *Cohesion in written business discourse* written by A. Johns in 1980. According to the definition of Bargiela-Chappini it is “all about how people communicate using talk or writing in commercial organizations to get their work done” (Bargiela-Chappini et al., 2007; 3). The topic is wide and contains different subtopics like economic discourse, corporate discourse, discourse of negotiations, etc. There are different types of Business discourse in Bargiela-Chappini’s book:

- Document business discourse: correspondence, documents, regulations, etc.;
- Business media discourse;
- Professional business communication discourse: communication with clients, colleagues, including production of a specific sublanguages;
- Training and academic business discourse: in manuals, lectures, trainings, etc.;
- Ritual-public business discourse: presentations, speeches, advertising, etc.

Each of the types corresponds with a specific function:

- Regulative function;
- Informative-polemic;
- Instrumental-persuasive;
- Educational;
- Argumentative-influencing.

## **2.5 Genres of business discourse**

Apart from types and their functions Business discourse is specifying by different genres. Some researchers see genres as social institutions which both shape and are shaped by individuals’ communicative actions (Yates & Orlikowski, 1992). Each genre may be defined as written or spoken (e.g. phone conversation). Examples of written business genres are: resumes, business letters, proposals, reports, executive summaries, contracts and

advertisement. Every written genre differs from the other by various aspects: register, format and structure.

The difference in registers means that formality of the texts differs, as well as the type of language used by a group of people sharing the same interests, in our case the business people. In other words, register means the difference in the degree of formality and in vocabulary used in different contexts. This way the level of formality of a business letter will differ from the one used in a business contract.

When texts are different in their formats; it means that documents vary in their design. Distinctions might be seen in the ways the address, the date, the greeting and the closing are written and arranged on the page.

The differences in formats mean differences in the structure, the set of topics reader would expect from this genre. The format is not "saying" anything about the content of the text, as within each genre there may be variations in content but the structure remains the same. Nevertheless, with the change of register, the purpose of the text is changing.

The most common genres of business communication are business contracts, business letters and emails, memorandums, proposals and reports.



### 3 PRACTICAL PART - ANALYSIS

#### 3.1 Business contract analysis

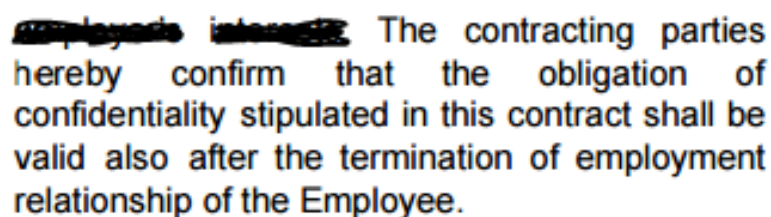
The term business contract can be explained as an agreement between the parties, that establishes, modifies and terminates the parties' rights and obligations, permissions and prohibitions. Business contracts are written in Business Contract Language (BCL), which is a domain specific language designed to express abstractions needed for the writing of business contract. BCL has several specific features: formality (Formal Contract Language FCL), impersonality, dignity etc. The thesis will analyze lexical, syntactic and pragmatic features of the included contract.

All Figures used for illustration purposes are taken from the real valid contract that could not be used as a whole text in the given thesis in the interest of the legal prohibition of the lawyers of the first party.

##### 3.1.1 Analysis of linguistic properties of English BCL

###### 3.1.1.1 Archaic words

These words often appear in the form of compound adverbs: adverbs here, there, where combined with particles of, to, under, creating adverbs like herein, whereby, thereafter. As in the contract appendix [2] we can see the word *hereby*, meaning *by this means* or *by reason of this* [point of the contract].



~~Employer's interest~~ The contracting parties hereby confirm that the obligation of confidentiality stipulated in this contract shall be valid also after the termination of employment relationship of the Employee.

*Figure 1*

Using of the archaic words is useful for maintaining of formality in English BCL, avoiding misunderstanding or ambiguity, as well as for maintaining the exactness of the content. At the same time, it makes the contract difficult to comprehend to the outsider, due to the fact that these words are not used in everyday life.

### 3.1.1.2 Formal words

Formal language indicates a special occasion – English BCL is very formal, which is one of the features of the contract lexics. Such words are rarely used in general language, but normal for legal English. The examples of these words could also be found in the analyzed text:

<b>Formal Words</b>	<b>Common Words</b>
Statutory [Text 1]	Legal
Violation [Text 2]	Breaking of the law
Govern [Text 3]	Administer
Commencement [Text 4]	Beginning

*Table 1 “Formal and Common words comprehension”*

The function of these words is to increase formality and seriousness of the contract, to increase precision and to avoid ambiguity, and also to reduce of any hint of emotion.

### 3.1.1.3 Strings of synonymous words

Coordination of synonyms is a tool used in BCL to avoid misunderstanding or reduce ambiguity. Using these strings can help to increase the accuracy and completeness of the meaning of the text. In the analysed text might be seen synonymous triplet *know-how, working methods, working procedures* etc. [Text 5] As to this combination of synonyms it will make the meaning more accurate and complete. The pair “to the best of his or her ability and knowledge” shows that not only synonym, but also near-synonyms and words which are not synonyms at all are used together to make the meaning more rigorous.

### 3.1.1.4 Special terms

Special terms as *employer* and *employee, rights* and *obligations* etc. are affecting the degree of formality of the text, and also help to reduce misunderstanding or disputable understanding of the context.

### 3.1.1.5 Passive voice

Passive voice is more extensively and frequently used in English BCL, rather than in informal/everyday English language. It is used to emphasize the action instead of the agent (the one who does the action). It does not express individual feelings, but gives predominance to the facts, which means that it makes the text more objective and formal. Such sentences can also be found in the example from the contract, for example *The employee is obliged to perform the given work in person*, or *Any changes to this agreement must be made exclusively in the form of written agreement between the contracting parties*, or more commonly used in any kind of contract *This contract is executed in two counterparts, of which each contracting party shall receive one counterpart*. [Text 6] These sentence structures are used to emphasize the objectivity and the nature of preciseness, to emphasize the action but not the agent.

### 3.1.1.6 Long sentences

Despite the fact that informal English language has a tendency to compress a huge amount of information into a single sentence, to reduce and shorten the information, English BCL tends to have more complex structures which are capable of standing alone. Some paragraphs of a contract might be composed of one long sentence, as in the attached example of contract *The employee is obliged to inform the employer immediately in accordance with the relevant provisions of the act on inventions and innovation, as amended, about the creation of (i) an invention in connection with the fulfilment of working duties arising from the employment relationship to the employer, (ii) innovation relating to the employer's field of work or business activities, and (iii) the employee's job in accordance with the relevant provisions of copyright act*. The use of such long structured sentences is necessary for enabling the accuracy, preciseness of sentence structure and comprehensiveness of the meaning of the whole text.

### 3.1.1.7 Conclusion

Lexico-semantic properties of business contracts are representing the tendency of the language to adequately, perform the intentional content of the contract and allow the use of the features of language to achieve the intended goals of the parties of the contract.

### **3.1.2 Analysis of linguistic properties of English BCL**

Business contract is a complex linguistic phenomenon, that contains content, function and the unity of form which is determined by the lexico-semantic features as well as Pragmalinguistic functions. Business contract is one of the major genres in the business discourse. It has some specific components: distinctive features, pragmatic intention of the text and its content, anticipated effect and text pragmatics. (Hickey, 1993; 575-578) These components are necessary for the proper impact on recipients and full achievement of the communicative purpose.

Business contract in pragmalinguistic point of view uses different schemes of the interaction:

- Partnership (agent-agent) that requires equal involvement and impact on the conditions of cooperation by each of the parties. It also requires the use of the neutral modality;
- Dominance (agent-client), the interaction is characterised by prescription and obligation.

The pragmatic intention of a business contract aims at the alleged action of the recipient, in order to build strong and long-lasting relationships between the parties. The anticipated effect is the influence on the target audience or recipients; business cooperation has a motif of communication that aims at the development of mutually beneficial cooperation, which requires clear distinction between the parties' actions. That means that there is a direct link between the producer and the recipient.

Each business contract as a mixed speech act has three types of acts: locutionary, illocutionary, and perlocutionary. Locutionary effect consists of the structure and the content of the text. Illocution reflects the necessity of the parties to specify their targets and goals. The perlocutionary aspect consists of the admissions for concluding a deal, signing the contract and keeping the terms of it. (Chernousova, Shiryaeva, 2013; 165)

### **3.1.3 Analysis of the structure of the contract**

Each contract has a visible structure. It starts with the specification of the aim of the agreement (to perform work), parties and detailed information about them.

Then Section I called *Basic provisions* follows, it contains the week work-time for the employee, the payment, and the payment details.

Section II, called *Other rights and obligations of the employee and employer*, describes the obligation of the employee connected with the quality of work and other conditions, especially of confidentiality.

The last Section III contains final provisions, explaining conditions that were not described in the previous sections.

The last page contains signatures and the stamp of the company, and represents the validity of the contract.

The sections consist of sub-sections, each explaining some point of the contract, usually in one long sentence.

#### **3.1.4 Conclusion**

English as BCL is the main language used for all the international business activities. Its analysis is necessary in order to make business language easier to understand, and as a consequence to let people understand their rights and obligations properly. The analysed contract, on the other hand, shows the tendency of nowadays companies to use more or less neutral standard English, although it still contains lexical and pragmatic features of the legal texts: archaic words, synonyms, or formality.

## 3.2 F.A.Q. section analysis

FAQ stands for "frequently asked questions." It is a type of web page (or group of web pages) that lists questions frequently asked by users, usually about different aspects of the website or its services. F.A.Q. pages aim at making answers easily accessible for the users. The ideal F.A.Q. page helps people use the website without the need of outside assistance. More often than not, unfortunately, this ideal is not realized.

### 3.2.1 Analysis of linguistic properties of F.A.Q. section

#### 3.2.1.1 Grammatical moods

Texts of this type frequently contain imperative mood, which indicates demands, instructions or requests. It can also express prohibition or permission, as well as any kind of an exhortation or advice. This form is understood as being in the second person. Nevertheless, the subject 'you' is usually omitted in semi-formal writing to avoid emphasis with no indication of the number. In the example it is obvious that the imperative is used not only to express a direct command solving the question *How do I login to Manage my booking*, but it is also used to tell someone to do something without argument.

### **How do I login to Manage my booking?**

1. Visit the Manage my booking page
2. Fill in the following details:
  - Booking number
  - Email address
  - 3-letter IATA code for your departure airport
    - Where do I find the 3-letter IATA code for my departure airport?
  - Departure date

*Figure 2*

In this example the imperative is used in a following form *Fill in the following details... [and you will achieve your goal]*. Nevertheless, its ending is omitted. The reason for this cutting is the necessity to leave some space in case the advice of the tech service does not help.

### 3.2.1.2 Avoiding complex structures

Due to the fact that F.A.Q. section is rather semi-formal, the usage of the archaic words, sequences of the synonyms or long sentences, which are one of the main properties of the business contract, is omitted. The answers should be strict and narrow in order to avoid ambiguity. Moreover, the tools are different.

As it can be seen on the following examples the main property of this section is using the so called markup language, which is defined as a system for annotating a document indicating its logical structure. Examples of such a system are:

- Bullet points;
  - **Checked luggage**
  - **Allocated seating**
  - **In-flight meals**

*Figure 3*

- Short, clearly labeled sentences;

*“Remember, airlines charge a changing fee for any of these services.”*

- Separate paragraphs, visibly indicated in the text;

*“**Low-cost carriers or budget airlines offer cheaper fares but with less included.**”*

- Paragraph labels;

*“How do I make changes to my booking?”*

- Reduction of unnecessary words or repeated information.

### **3.2.1.3 Conclusion**

All of the features of language listed above have their special purpose: they are either used to avoid any kind of personal affection, or to keep the purpose of the text (request, advice), or to retain the logical structure and make the advice as clear as possible. These properties also help to keep the semi-formal style of the text and its politeness. In other words, from the point of view of linguistics, this genre is more content-focused, rather than language-oriented. According to Anna Mauranen "... for business professionals business matters most, with language skills only being assigned a subordinate function" (2009:129).

### **3.2.2 Analysis of the linguistic properties of F.A.Q. section**

F.A.Q. section is rather less complex linguistic phenomenon, than business contract. Nevertheless, it has its own properties: intertextual approach, interaction between text and its reader/receiver and semiotics cognitive frames (literary, linguistic, sociocultural).

#### **3.2.2.1 Pragma-linguistic 'schemata'**

The term 'schemata' refers to the background knowledge of culturally-determined linguistic and social behaviors stored in the minds of the members of a specific speech community, as it was denoted by Patricia Carrell in 1983. Texts of the F.A.Q. section are always written in that way, so that it is comprehended in the right way by the reader, by the non-native speakers with reference to their own pragma-linguistic uses and socio-cultural schemata, by the immigrants, each of these with their own varieties of English. In other words, it is designed in the way that anyone can read with their own perception, but understand the text all the same.

#### **3.2.2.2 Dialogic interaction**

F.A.Q. section is written in the form of a dialog (or dialogic interaction). In literary texts, for example, the schemata are often out of the context. They are not used as presuppositions, whilst F.A.Q. texts imply an interaction between interlocutors whose backgrounds are diverse (information, knowledge, beliefs, expectations, cultural behavior). These texts are written in order to avoid these differences and enable full and proper perception of the information. For these purposes the structure of the section is formed as a sequence of open-ended questions and brief answers with necessary internal links to the other possible



questions. This structure creates a communication scheme that consists of addresser and addressee with the message being transferred from one to another.

### **3.2.3 Conclusion**

F.A.Q. section's purpose is to be a source of precise and clarified information. To manage these purposes, it uses various properties of language. It is written in a form of a dialogue: it contains questions and brief answers that eases the perception of the information. The section is written in a semi-formal register to avoid disambiguity as well as to retain politeness. It contains markup language that helps to avoid any hints of emotions and keep the logical structure.

### 3.3 Business chat analysis

Chat is a program that transmits information from one person to the group of people by direct typing of the message of the speaker/writer to the reader/listener's monitor. With nowadays increased Internet communication and the possibilities it offers, business chat is a perfect tool that allows internal communication within the company, which not only increases the effectivity of each employee but also acquaints the productive performance of all the complex system.

Business chats have, as well as any kind of written discourse, their own convoluted structure and specific features.

#### 3.3.1 Analysis of linguistic properties of the business chat

##### 3.3.1.1 Use of specific terms, acronyms and abbreviations

Internal business chat communications serves the needs of communication between colleagues, different teams, even geographically dispersed ones.

However, as the real-time interaction between the individuals needs to be quick but effective at the same time, chats always contain some specific terms, more often presented in the form of the acronyms and abbreviations.

According to the American Heritage dictionary the term *acronym* stands for the *word formed by combining the initial letters of a name consisting of more than two different names, such as NATO from North Atlantic Treaty Organization or by combining the initial letters or parts of a series of words, such as radar from radio detecting and ranging.* (Company 2017). Figure 4 contains specific acronyms used in aviation that are called IATA codes. IATA<sup>2</sup> is itself an acronym that stands for the International Air Transport Association. The combinations of letters YYZ and LGW in the example mean airports Toronto Pearson International Airport and London Gatwick Airport accordingly.

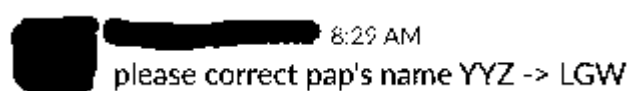


Figure 4

---

<sup>2</sup> [https://www.allacronyms.com/IATA/International\\_Air\\_Transport\\_Association](https://www.allacronyms.com/IATA/International_Air_Transport_Association)

The abbreviations are also widely used in business chat communication. The American Heritage dictionary defines the term *abbreviation* as *a shortened form of a word or phrase used chiefly in writing to represent the complete form, such as Mass. for Massachusetts or USMC for United States Marine Corps.* (Company 2017)

The most common abbreviations that might be observed in the chats are, for example, the shortened forms of the names of the weekdays.

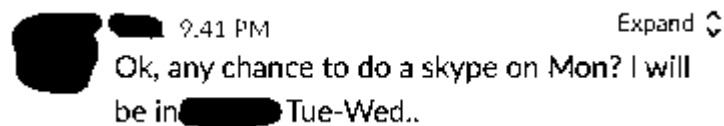


Figure 5

Also, such common abbreviation as kg for kilograms, cm for centimeters or St. for Saint, might be found in the business chat communication.



Figure 6

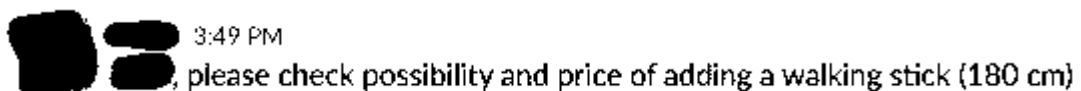


Figure 7

Hi guys, pap found - St. Croix Island (STX) it is St. Croix Island

Figure 8

In the given example (Figure 8,9) of the business chat the abbreviations like *pax/pap*<sup>3</sup> that stands for the passenger in military and technology discourse.

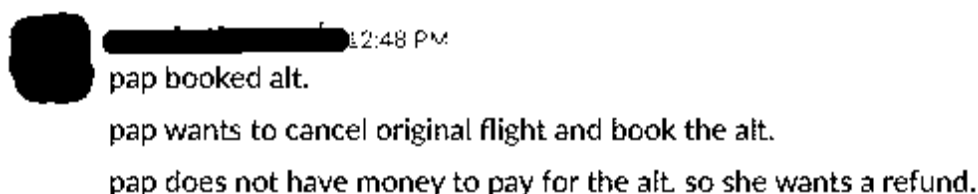


Figure 9

---

<sup>3</sup> <https://www.allacronyms.com/pax/Passenger>

### 3.3.1.2 Use of specific signs – emoticons

*Emoticons*, according to the Cambridge Dictionary, are *images made up of signs as punctuation marks, used in text messages, emails, etc. to express a particular emotion*. Emoticons express the facial glyph that is most commonly used in instant messages (chats), as they could be used to express all the basic emotions like sadness ☹ or happiness 😊. They also might represent more complex feelings and emotions, which allows more effective communication, economizing the words describing the attitude of the reader/writer, as emoticons might interpret the intonation of the utterance (e.g. in the case of the joke, irony or sarcasm) or substitute other linguistic tools (e.g. punctuation ?!) or speech signal (e.g. gesture or motion).

The use of emoticons is rather unambiguous, as according to Schnoebelen these tool is *more interactive in nature, and their meaning goes beyond its affective stance*. (Schnoebelen 2012)

The following examples can show the practical use of emoticons in the real business chat communication:

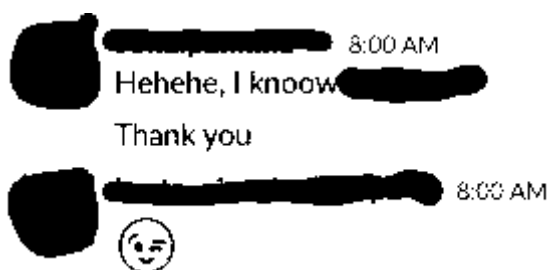


Figure 10

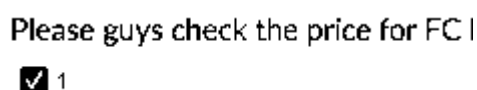


Figure 11<sup>4</sup>

---

<sup>4</sup> FC – is an acronym for the Flight Change.

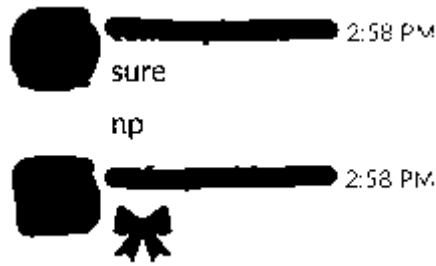


Figure 12<sup>5</sup>

### 3.3.1.3 Spoken and written language

As Elizabeth Reid states *chat programs deal in a form of synchronous communication that defies conventional understandings of the differences between spoken and written language* (Reid 1991). Interconnection using such program it is a written and users are distant from each other but is synchronous at the same time. Transmitted communication is typed, received and responded with the same amount of time as required for the spoken communication.

Business chat is another, more complex system that requires the use of non-fluent language as the phrases are short, concise and task-oriented. They might be not bounded with the previous context but at the same time require following of basic principles of punctuation as the discussion might be held not only between the employees, who might accept prosody, but also between business partners or customers, who will assume such style as unprofessional, which can lead to the serious consequences.

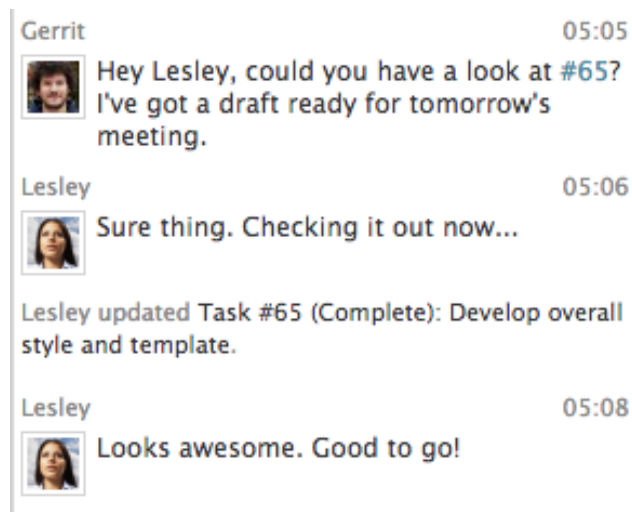


Figure 13

<sup>5</sup> np – is a shortened form of the utterance *no problem*

In the example of the test chat we can see short, concise messages that, nevertheless, are written with attention to the basic punctuation rules, although with some exceptions:

- The commas are used to separate the clauses;
- Question and exclamation marks are indicating the end of the sentence (or the utterance);
- The absence of the full stops creates the feeling of the face-to face communication with its tendency to non-fluency.

Another feature that is essential for the chat communication is the use of the clause clusters rather than complex sentences. Words are shorter rather than in, for example, formal writing corpus examples; ratio of nouns and verbs differs as well as the use of the attributive adjectives. However, the register of the sentences depends on the level of formality of the relationships between the interlocutors. As can be illustrated by comparison of examples in Figure 13 and Figure 14, the differences in the register and the lexical density of the used language. In both cases, sentences remain short and clear.<sup>6</sup>

**Rodrigo:** In this case you have to go to a service center, you have to search one or contact some technical support, I'm so sorry but I can't continue write in English. If you want english service you have to call us  
**John Bokma:** can I email  
**John Bokma:** and is there a service center near Xalapa, veracruz?  
**Rodrigo:** Im sincerely sorry, but HP don't have an autorized service center in México  
**John Bokma:** so now what?  
**Rodrigo:** And no, you can't email us in English  
**Rodrigo:** I can't continue writting in English

Figure 14

Paraphrasing Mafuzah Aris *the participants use the conventional conversation transcription method, where uppercase is used to indicate raising of voice on the word or sentence, either to stress a point, shout or yell. Otherwise, all of the chat participants use lowercase consistently.* (Aris, 2009)

---

<sup>6</sup> <http://johnbokma.com/mexit/2008/03/03/not-buying-hp-in-mexico.html>

In other words, the variety of lexical properties of the language of business chat creates the features of orality in the written-like discourse. Business chat communication is a genre that combines characteristics of spoken and written language

#### 3.3.1.4 Use of linking, addressivity, quoting and references

Although chat is an example of written conversation, there is usually an immediate feedback from the audience (e.g. colleagues, business partners, customers etc.), which, nevertheless, might cause overlapping – especially when there are more participants in the conversation. However, there might also occur unpredictable long pauses between the messages (e.g. during the weekends, due to some technical issues etc.).

For the purposes of the effective interaction the following tools are used:

- Addressivity – termed by Christopher C. Werry (Werry 1996), the property of chat that explicit names of each participant of the conversation;
- Linking – termed by Nancy Baym (Baym 1996), is the practice of referring to the content of the previous utterance in the response to it;
- Quoting – termed by Eklundh Severinson (Severinson 1994), meaning copying parts of a previous messages; subtype of linking.

Text 7 shows an example of the tools mentioned above.

### **3.3.2 Analysis of pragma-linguistic properties of business chat**

#### 3.3.2.1 Participation structures

Conversation in chat in terms of business discourse might be held in different participation structures, as, for example, are:

- One-to-one;
- One-to-many;
- Many-to-many.

These structures could influence not only the language of the conversation on the level of grammar but also create an “anonymous” medium. The conversation inside the business chat can erase any differences in social, demographic or situational context. Assuming the lexico-semantic properties mentioned above, people participating in the chat discussion might be of the different social class or ethnicity, might have a different geographic location,

age or gender, which, however, would be very difficult to determine during the chat discussion.

### 3.3.2.2 Anonymous medium

The language interlocutors use might be the same, because business discourse requires some specific terminology and certain level of formality, but it would be very hard to determine

- whether the person is man or woman (e.g. in the chat between the chat support on the website and a customer, where the support specialist might be named as an agent);
- whether the person is highly educated or not (as chat conversations have a tendency to omit complex linguistic features, as it needs to be as fast as possible and allows the use of specific tools as emoticons or even mistakes in some cases);
- the age of the participants (as from the business chat discussion it is hard to determine the preoccupation and the life experience, as the content of the messages is very specific and some specialists might be more familiar with it rather than others, regardless of their age);
- the gender (as some names might be gender-neutral, as, for example, Karen, that is used as a female name in the English speaking countries but as male in Russia, Armenia or Georgia).

### 3.3.3 Structure of the business chat

Business chat can have no visible structure as this is a synchronous communication that serves to re-create a spoken communication in written form. The messages sent might be written outside the previous conversations and context, e.g. an announcement in the chat that has a many-to-many participation structure.

Chat discussion might be endless – there is often no formal ending of the conversation as *see you later* or *have a nice day*, for example. It could be simply resumed the other day with sending another request.

However, generally, chat discussion starts with the greeting, continues with the body (e.g. set of messages sent by the participants) and ends with the ending (depending on the level of formality it could be the formal ending as *Kind regards*, ... or informal *see ya*, for example). [Text 8]



### **3.3.4 Conclusion**

Business chat is a kind of communication that is produced when people interact with each other using special programs. It is a new genre of the business discourse that has its specific features including lexico-semantic, grammatical, and pragma-linguistic properties. These features enable us to see the connection between micro- and macro- levels of the interaction.

However, these features are mostly dictated by the technologies and are shaped by it – the conversation needs to be held in a specific tempo (mostly fast) and use specific tools that can help to increase the perception of the written chat conversation as a spoken one.

## 4 CONCLUSIONS

The properties of the language of the professional communication and its role in the life of a specific society is nowadays one of the most controversial questions in the context of the rapid change in social processes the humanity witnesses.

Rapid development of globalization and intensive dynamics of the expansion of the modern business consists of three interconnected spheres: social, financial, and the sphere of marketing. These three features influenced growth in linguists' interest in systematic and complex analysis of the English language, which has a prominent position in terms of business communication. The reason why English language became crucial for business in 60s-70s was its use as English for Specific Purposes (ESP), which is now, after the sequence of changes, assumed to be Business English as a Lingua Franca – BELF.

The analysis of the properties of BELF could not be done properly without taking into account the discourse community and business context that expresses the way and the field of communication, the number of communicators and the way they choose language tools. After its appearance two decades ago, BELF discourse became the topic of not only for linguistic analyses, but also for professionals from other different fields of study: theory of communication, theory of management, sociology, organization etc. At the moment, business discourse is a field of study of the spoken and written communication in terms of business interaction.

All this forms a complex phenomenon, where the prominent place is taken by the business-contracts, which is one of the most wide-spread type of business documentation, as almost all aspects of professional communication (interconnection between the businessmen and purveyors, employers and employees, finances, marketing etc.) are controlled by the contracts.

F.A.Q section has some similarities with business contract, as both genres have a tendency to give precise and clarified information, despite the fact that they use different properties of language in order to manage it. The main differences are register and structure. While business contract is strictly formal, F.A.Q. section is semi-formal. Those properties influence lexical features of the language used. The structure of these texts is also different, as well as their semantic properties: the length of the sentences, the use of specific words, phrases and constructions, etc. The communication schemes of both genres are almost the same: there is a source of information (addresser), a message and an addressee (receiver),

which enables reading, understanding and interpreting the text based on one's prior knowledge and sociocultural identity experience (Fenner 2001; 53).

The last genre of the business discourse analysed in this thesis is business chat. It also has some similarities with the genres mentioned above. It requires specific language, like the contract, but has different register and style – semi-formal, similar to F.A.Q. section. Nevertheless, as all the genres mentioned above are written, chat is the closest with face-to-face interaction and contains a lot of features of the spoken discourse. It tends to re-create the intonations, gestures and emotions using various tools, as e.g. emoticons (☺), orthography (hahaha) and specific punctuation (?!).

The topic of this thesis can in future be extended by further analysis of the differences in structural, compositional, lexico-semantic, linguistic and pragmatic features of different genres of business discourse, for example, business emails and letters.

## 5 REFERENCES

- Aris, Mafuzah. 2009. *Conversational Analysis Of Internet Chat: Linguistics Characteristics And Interaction*. Linguallyspeaking.Blogspot.Cz. Available at: <http://linguallyspeaking.blogspot.cz/2009/10/conversational-analysis-of-internet.html>
- Bargiela-Chiappini, F., Nickerson, C., and Planken, B.C. (2007). *Business Discourse*. Basingstoke : Palgrave-MacMillan.
- Baym, Nancy 1996. *Agreements and disagreements in a computer-mediated discussion*. *Research on Language and Social Interaction* 29(4), 315-45.
- Carrell, P. L. (1983), *Three Components of background Knowledge in Reading Comprehension*. *Language Learning*, 33: 183-203
- Chernousova Y.A., and Shiryaeva T.A. (2013). *Business contract as a pragmalinguistic phenomenon*. *Middle East Journal of Scientific Research*. 17 (2): 163-167. Available at: [http://www.bing.com/cr?IG=A87D04CAF67C4727A2B1BE52CFB1185C&CID=260590B236F261E81138995037C36098&rd=1&h=Y1K5Crng2QoMBNWCCle4bJzvgpLIOM-i3ucq7gJOQ98&v=1&r=http://www.idosi.org/mejsr/mejsr17\(2\)13/6.pdf&p=DevEx,5095.1](http://www.bing.com/cr?IG=A87D04CAF67C4727A2B1BE52CFB1185C&CID=260590B236F261E81138995037C36098&rd=1&h=Y1K5Crng2QoMBNWCCle4bJzvgpLIOM-i3ucq7gJOQ98&v=1&r=http://www.idosi.org/mejsr/mejsr17(2)13/6.pdf&p=DevEx,5095.1)
- Company, Houghton. 2017. *The American Heritage Dictionary Entry: Abbreviation*. Ahdictionary.Com. <https://www.ahdictionary.com/word/search.html?q=abbreviation>.
- Company, Houghton. 2017. *The American Heritage Dictionary Entry: Abbreviation*. Ahdictionary.Com. <https://www.ahdictionary.com/word/search.html?q=abbreviation>.
- Crystal, D. *English as a Global Language* (2003). 2nd ed. Cambridge: University Press
- Daniushina, Y. V. *Business Linguistics and Business Discourse*. Available at: <Http://revistas.unisinos.br/>. 2010.
- Fenner, Anne-Brit. (2001). *Cultural awareness and language awareness based on dialogic interaction with texts in foreign language learning*. Strasbourg, France: Council of Europe Pub.
- Johns, A. (1980) "*Cohesion in written business discourse: Some contrasts*". *The ESP Journal*. 1 (1): 35-43.
- Kachru, B. B. (1997) "*World Englishes 2000: Resources for Research and Teaching*". *LITERARY STUDIES*. 14: 209-251.

Kankaanranta, Anne, and Leena Louhiala-Salminen. (2007) "*Business Communication in Belf*". *Business Communication Quarterly*. 70 (1): 55-59.8 (3): 241-247. <http://revistas.unisinos.br/index.php/calidoscopio/article/viewFile/294/112>.

Kulczcky E. *Edward Sapir's view about international auxiliary language*. 18 (2008): 65-71. [ONLINE] Available at: [http://www.lingua.amu.edu.pl/Lingua\\_18/LIN-7.pdf](http://www.lingua.amu.edu.pl/Lingua_18/LIN-7.pdf).

Leo Hickey. (1993). *Stylistics, Pragmatics and Pragmastylistics*. *Revue Belge De Philologie Et D'histoire*. PERSEE. Available at:

[http://www.persee.fr/web/revues/home/prescript/article/rbph\\_0035-0818\\_1993\\_num\\_71\\_3\\_3890](http://www.persee.fr/web/revues/home/prescript/article/rbph_0035-0818_1993_num_71_3_3890)

Mauranen, Anna. (2009). *English as a lingua franca: studies and findings*. Newcastle upon Tyne: Cambridge Scholars Publ.

Parker, Ian. 1992. *Discourse Dynamics: Critical Analysis For Social And Individual Psychology*. 1st ed. London: Routledge.

Reid, E. (1991). *Electropolis: Communication and community on Internet Relay Chat*. Unpublished electronic paper adapted from a B.A. Honors thesis, Dept. of History, University of Melbourne, Australia. Available at: <http://www.irchelp.org/communication-research/academic/academic-reid-e-electropolis-1991.html>

Reid, Elizabeth. 1991. *Electropolis: Communication And Community On Internet Relay Chat. Honours Dissertation*. Irchelp.Org. Available at:

<http://www.irchelp.org/communication-research/academic/academic-reid-e-electropolis-1991.html>.

Schnoebelen, Tyler. 2012. *Do You Smile With Your Nose? Stylistic Variation In Twitter Emoticons*. University Of Pennsylvania Working Papers In Linguistics Volume 18 (Issue 2 Selected Papers from NWAV 40): 1-5. Available at

<http://repository.upenn.edu/cgi/viewcontent.cgi?article=1242&context=pwpl>

Severinson Eklundh, Kerstin 1994. *Electronic mail as a medium for dialogue*. In L. van Waes, E. Woudstra, & P. van den Hoven (eds.), *Functional Communication Quality*, 162-73. Amsterdam/Atlanta: Rodopi Publishers

Shenton, Herbert N., Edward Sapir, and Otto Jespersen (1931). *International communication; a symposium on the language problem*. London: K. Paul, Trench, Trubner & Co. Ltd.

Yates J., Orlikowski W., (1992), *Genres of Organizational Communication: A Structural Approach to Studying Communication and Media*. ACAD MANAGE REV. 17:2 299-326;

Werry, Christopher C. 1996. *Computer Mediated Communication: Linguistic, Social And Cross-Cultural Perspective*. 1st ed. Amsterdam: John Benjamins.: In S. Herring (ed.).

## 6 APPENDIXES

### I. Text 1

The amount of statutory bonuses is governed by the internal directive [REDACTED] which is a part of The code of conduct.

### II. Text 2

[REDACTED] violation of the obligation of the employee given in Article III. para. 4 and 5 of this contract, the use of alcohol or narcotic or psychotropic substances by the employee at the workplace or outside the workplace during working hours or entering the workplace under the influence of such substances, and deliberate damage to the property or goodwill of the employer are, in particular, considered such violations.

### III. Text 3

The rights and obligations of the contracting parties that are not specifically defined in this contract are governed by the labour code.

### IV. Text 4

The employee hereby confers on the employer his or her agreement to [REDACTED]  
[REDACTED] this exclusively for the purpose and to the extent essential to the fulfilment of the obligations imposed on the employer by legal regulations in connection with the commencement, duration and termination of employment relations between the employee and the employer.


### V. Text 5

[REDACTED]  
[REDACTED] regarding all facts that are subject of an employer's trade secret or know-how, its system of the work, its working methods, business policy, working procedures, business


VI. Text 6

The employee is obliged to personally perform the work designated in this contract, in accordance with the employer's instructions, during the determined working time, as well as observe and comply with the generally binding statutory provisions regarding safety and protection of health at work, generally binding statutory provisions regarding the fire prevention and protection of environment, as well as other statutory provisions relating to the performed work.


VII. Text 7

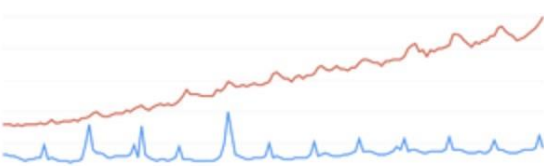
 **Website Redesign**  
Let's get the ball rolling on this redesign!

---

 **Chris Davis** · Jan-15 4:26 PM  
**@all** check out our web traffic last year (blue) vs. this year (red)



---

 **Chris Davis** · Jan-15 4:26 PM




[Web\\_traffic\\_YoY.png](#)  
23K

---


 **Emma Bowerman** · Jan-15 4:26 PM  
 and our redesign should make that spike even higher


---

**JIRA** · Jan-15 4:27 PM



 **Chris Davis** created **WR-4: Sign-up flow redesign**

---



 **WR-4: Sign-up flow redesign**  
teamsinspace.atlassian.net

Type:  Task Priority:  Low  High Status: **TO DO** Assignee  **Chris Davis**

---

 **Alana Grant** · Jan-15 4:28 PM  
That traffic great  I'm ready to take on that sign-up flow ↗

---



VIII. Text 8

