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**THE EXPLORATION OF BUSINESS LANGUAGE IN THE CONTEXT OF  
HUMANITARIAN PROFESSIONALS TRAINING**

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*There is a brief analysis of theoretical and practical research of business language phenomenon in the context of humanitarian professionals training; there have been explored the functions of business language; there have been analyzed written and oral forms of business language.*

*Key words: speech, speech culture, business language, functions of business language, written and oral forms of business language.*

**Introduction.** The attention to research of “a business language” phenomenon is based on diagnostics of state in modern society activities, detection of its results, being linked with global problems that have been caused by the state of biosocial economics and legitimacy of social decisions that facilitate consolidation and consensus.

There has been investigated the business language as the kind of speech, considering the opinion of last one possession to social activities, role reality, cultural and civilization changes in the article. At the same time we stress on qualitative definition of business language, its relative independence and the role in the system of social relationship.

**The coverage of main materials.** The business language plays an important role in interdisciplinary complex of humanitarian sciences. Practical possibilities of business language usage in professional training are unlimited. The learning of “business language” phenomenon in the area of scientific and technical knowledge is actual as modern educational programs implicate the courses that are resonated with learning of business communication praxeology [1, p. 18].

Language, skills of communication, etiquette are the main tools of modern people's image creation, it includes self-representation, the construction of your image for others.

The business language in contemporary linguistics is depicted as the kind of oral and written text forms of formal style; the range of language instrumentalities and methods, specific features of activities, behavior, work methods, that treat administrative and economic, political, pedagogical life, formal relationship between states; the instrumentality of documentary designing of public acts, arrangement of formal relationship between states, enterprises, members of society in formal sphere of life. Notions "a formal language" and "a formal communication" often correlate like synonyms in scientific literature.

The problems of business speech were looked into by such linguists as I.Bilodid, N.Babych, B.Holovina, O.Horbula, V.Horbachuk, A.Koval, L.Matsko, O.Ponomariv, V.Rusanivskyy and others.

On many scientists' opinion (N.Babych, A.Koval, V.Rusanivskyy) the business speech realizes in oral and written forms. Both these forms have a vast sphere of usage: formal meetings, communication in the community, reception of visitors, public performances (report, conversation, telling), phone conversation are implemented in oral form; laws, transactions, employment treatments, application forms, reports, letters, characteristics and others are realized in written form. "These forms of business language have the same vocabulary, morphological, syntactic and stylistic constructions but have different functions" [2, p.44].

The peculiarities of oral business language are based on participation of people, who are sent from organizations, establishments, enterprises, executing some functions, they are meant to communicate on different levels of business relationship. "The business communication is an independent and specific form of some people's activity; its objective includes the relationship between people, the achievement of mutual understanding and the solving of problems" [3, p.75].

The material carrier of written business speech is a document. The scientists (L.Varzatska, V.Myhaylyuk, V.Pentylyuk, H.Shelehova) mention that main “unit of a document is a text that is designed, following particular rules with usage of requisites, that create the layout of document” [4, p.35]. The composition or the structure of text (introduction, proof and end) requires standardization (the sample is a standard, which is normative and output for each kind of documents). The standardization is the most impressive feature of business language reproduction, as situations of usage and thematic circle of its stylistic kind of literary language are the same and not multifaceted. Formal and content similarity is reached by choice of some language instrumentalities. The lust to gain high standardization correlates with enquiries and needs of general social development.

The business communication, that is allocated as relatively independent phenomenon of social activity by some scientists (M.Kagan, P.Yakobson and others), “is an organized way of any social activity, a provision of its efficiency and productivity” [2, p.68].

On the scientist’s opinion the business language is “a product of historical advance that is allocated in the process of capitalistic and economical settlement when the individual initiative and good management reach a high meaning, bringing a real benefit” [2, p.124].

Having correlated the business language like special one with communication like general one, we have established the distinguishing features of business language that fill it up with its qualitative determination.

The business communication is deemed to be a system of connections that organizes on its own and at the same time is adjusted by many requirements, having been stuck together in instruction, codex or act. The voluntary and compulsory character of business language is directed to mix efforts of its participants, discipline, ordering and success of hosted party.

It is known that the business language is a kind of introductive and demonstrative communication that bases on interests of this or that social institute

and finds its expression in etiquette and business ritual. In the base of business language lies the move to success that rewards its individuals with rivalry. On the scientists' opinion "the game mood is even more characteristic for business language than for other its modifications that does not understate but on the contrary alleges its seriousness and purposefulness" [2, p.245].

The detection of nature and functional orientation of business communication is connected with understanding of communication like the most essential aspect of social development, where there has been realized the human activity, filled by humanistic orientation and individual content. The empirical base for mastering of communication and business communication is filled up by different researches in humanitarian way, where communication is stated like "a special kind of people's collaboration in the system of social processes and like a factor, that provides with interactions, creates ideals and stereotypes of proceedings and facilitates socialization and adaptation of personality "[1, p.79]. The communication is an interpersonal exchange of psychical activities; it is carried on due to creation of particular language communication, where there are put down verbal and non-verbal varieties of expression of internal psychological processes (psychology and semiology). The communication gets cultural and civilizational changes that influence species diversity and variation of its realization.

Some modern scientists (M.Dmytrenko) define mark and symbolical diversity, willing to business communication, like "a special field, where there are realized interpersonal contacts, and that lets personality position herself, create general image, contribute the process of identification in representation of main communicative acts" [3, p.76].

The majority of scientists alleges that business communication is dynamic as its significant aspects are conflict and cooperation. Conflict prevention and warning of its negative consequences occupy a high position in the strategy of business communication. The constructive role in the dynamic of business language belongs

to solidarity that implements in two forms of social integration; it includes the partnership and collaboration.

Concluding, we can say that “communication is determined as specific form of contacts and the people’s interaction, who represent not only themselves but their organizations too” [4, p.194]. The communication implicates the exchange of information, proposals, demands, opinions and motivations, aiming to work out specific problems inside of organization and beyond its boundaries, and besides it communication contains making of agreements and transactions, establishing of relationship between organizations, enterprises and firms. There is exposed the range of communicative functions (informative and communicative, perceptual and communicative, regulative and communicative (interactive), emotional and communicative ) in its process.

**Conclusions.** Complied probations have shown that business language is a theory and a practice of official and formal style that is a functional kind of language and serves for communication in national and political, public and economical spheres of life, legislation and in the field of control in administrative and business activities.

The sphere of business style usage causes its genre branching. In full, the function of official and formal style is that it gives the character of document to the expression and official and formal color to different reflected sides of people’s relationship.

The business language is an interpersonal exchange of results of psychical activities; it is come true due to creation of particular communicative language, where there are put down verbal and non-verbal varieties of expression of internal psychological processes (psychology and semiology).

The business communication is characterized by the level of language standardization (it includes the usage of constant verbal formulas, much repetition of frequency words, phrases, constructions) and special syntax (direct words order: the subject precedes the predicate and is closer to the beginning of a sentence; the

definition precedes signified word; the application is after the control word; adverbial words are closer to the explicable; link words are used at the beginning of a sentence, etc.)

These factors influence a qualitative training of specialist in humanitarian way that could be feasible only during the students' studying of skills to build up their speech behavior according to situation, listeners and wished result. It can't be realized without basic knowledge business communication.

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