

Lexical aspect in language and culture communication

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Abstract

This study is devoted to the study of the vocabulary of the English language of business communication. The role of vocabulary in natural semasiological systems has been repeatedly emphasized by leading scientists of domestic and foreign linguistics. To date, linguistics and, more broadly, philology has accumulated a wealth of experience in describing and systematizing the vocabulary of natural human languages.

The most significant directions in the study of vocabulary include the following: separateness and integrity of the word, meaning and usage, philological foundations of lexical semantics and dynamics of relationships between different types of lexical meanings of the word, dialectics of lexicology and lexicography, synchrony and diachrony, scientific development of comparative semasiology and etymology, consistent differentiation of mono and polylex units, the doctrine of the phrase and justification of various types of idiomatic phraseology, identification of subsystems in the lexical domain of the language (homonymy, synonymy, antonymy, paronymy).

This article examines authentic examples of modern English-language business discourse and describes some of the processes occurring in the vocabulary of business English: the emergence of new polylexemic business terms created by analogy with terminological units that have become widespread; the emergence of consubstantial terms as an indicator of the interaction of different lexical strata in the vocabulary of the English language of business communication, the development of phrasal verbs with terminating values.

Key words: English is the language of business communication, the vocabulary of business English, key business terminology, common language words, consubstantial term, phrasal verbs

Introduction

The need to review the nodal problems in this area seems to be an important step in clarifying the basics of this article. The study of the vocabulary of the English language of business communication is based on the achievements of Russian linguistics and relies, to a significant extent, on methods and approaches.

Without a clear understanding of the most important directions listed above in the study of the vocabulary of natural human languages, it is hardly possible to provide scientific coverage of the issues of ontology and heuristics of the vocabulary of the English language of business communication. This area continues to cause great difficulties for both linguists and students studying the basics of business communication. The difficulty lies primarily in the fact that the practice of compiling dictionaries and textbooks is significantly ahead of the development of scientific theory. In this regard, the differences in approaches between domestic scientists and foreign authors of dictionaries, lists and textbooks are very obvious. (Barrett D. J. 2020). Russian science strongly emphasizes the need for the scientific study of a whole set of issues: what is the English language of business communication (Business English)? What is the ontology of vocabulary? What are the prospects for stratification of the vocabulary of the language of business communication? What are the main components of the methodology and methods of teaching the language of business communication to different categories of students?

In the works of foreign authors, a purely pragmatic approach to the English language of business communication and such an important part of it as vocabulary comes to the fore. The textbooks, the number of which is increasing day by day, contain definitions of key concepts - English business communication language, vocabulary, etc. - absent, as they are most often taken for granted. Vocabulary is often considered a kind of homogeneous mass that does not require special techniques and scientific categorization. With the general orientation of the bulk of didactic literature to a very wide audience of students of the English language of business communication, it is not surprising that the needs of Russian-speaking students are most often not taken into account. It should be emphasized that Russian-speaking teachers and students alike feel the need for the scientific development of the basics of business communication and, above all, such an area as vocabulary (Campbell, 2018).

It is highly advisable to study in more detail the different forms of the real existence of the vocabulary of the English language of business communication: general-purpose training courses; courses that purposefully teach the vocabulary of the English language of business communication; specialized courses designed for different fields of knowledge; monolingual dictionaries of the English language of business communication; monolingual sets of terms of business communication; monolingual industry dictionaries; bilingual dictionaries of various types (explanatory dictionary, reversible dictionary).

All these different forms of real existence are designated in this work by the term ontology, while the methodology of the study and the related further development of the basics of teaching are designated by the term heuristics (Kankaanranta, 2020).

The basis for studying various ontologies and substantiating a number of provisions as part of a teaching methodology focused on the practical needs of philology students is the stratification of the vocabulary of the English language of business communication: General English words, the common vocabulary of business communication (General Business English Vocabulary), common terminology of business communication (General Business English Terminology) and specialized terminology of different spheres and areas (Specialized Terminology) (Lesznyak, 2022).

Taking into account these four essential strata of the vocabulary of business communication, the author of this dissertation turns to the study of lexical material presented in the following publications: training courses ~ BBC Business English (BBC English, New Edition 2022), Insights into Business (Nelson Business English, New Edition 2021), Build Your Business Vocabulary (Language Teaching Publications, New Edition 2020), Key Words in Business (Collins COBUILD, New Edition 2016), English for Law (Phoenix ELT, New Edition 2020), English for Accountancy (Phoenix ELT, 2016); Monolingual Dictionaries ~ Longman Dictionary of Business English (Longman, 2019), Oxford Dictionary of Business English (Oxford University Press, 2020), The Random House Dictionary of Business Terms (Random House, 2020), Barron's Dictionary of Business Terms (Barron's, 2019), Oxford Dictionary of Law (Oxford University Press, 2017), Oxford.

Results

The article presents all parts of the main directions in the study of the vocabulary of natural languages and the vocabulary of business communication. The following issues will be considered: how do the different ontologies involved in this study reflect the four strata identified as part of the vocabulary of the English language of business communication? Are there intersections between different ontologies? Which category of words is given priority attention? Which lexical category is more important for Russian-speaking students? What methods contribute to more effective

assimilation of the vocabulary of business communication? (Louhiala-Salminen, 2022).

The relevance of this research of this article is determined by the need for further study of the vocabulary of the English language of business communication.

The scientific novelty of the work lies in the consistent involvement in the study of different forms of the real existence of the vocabulary belonging to one of the three most significant varieties: training courses - monolingual dictionaries - bilingual dictionaries.

Studying the lexical material of BBC Business English and Insights into Business, we are guided by criteria such as the meaning of the word and the context of use.

The description of the material is not an end in itself but a method in the study of the ontology of the vocabulary of the English language of business communication. Many scientists and practitioners in our country and abroad have different ideas about the scope, composition and boundaries of the vocabulary of business communication. Comparison and comparison of different forms of real existence will make it possible to bring greater clarity to this area of research that is essential for teaching practice. (Munter M. 2016).

The study of the BBC Business English and Insights into Business material indicates the differences between the two training courses involved in the first stage of the study. The differences are both qualitative and quantitative. It is advisable to start with some quantitative indicators. The list of words in BBC Business English consists of 985 words. The Insights into Business list includes 453 words. 65 and 27 tokens are registered under the letter A, respectively. Insights into Business lists only significant parts of speech - verbs, nouns, and adjectives. (Rogers, Rymer, 2021). The Air Force Business English training course expands the list at the expense of service words - conjunctions, articles, and prepositions. The following observation concerns the nature of the included words according to their belonging to different lexical categories. In this sense, the heterogeneity of the BBC Business English list is noteworthy. On the one hand, these are the words air, archive, and autumn, which are words of a common language (General English) (Saussure, 2017).

The above definitions confirm the terminological status of the lexical units under consideration and include them in the terminological system of the language of business communication.

The list in BBC Business English contains a set of words related to the common language. For example, a, an, and, around, about, all, alone, across. The very fact of including these and other similar units in the list that completes the textbook on the English language of business communication cannot but cause critical judgments and questions, one of which may be the following: how legitimate is the inclusion of official words in the list intended for students of the basics of business communication? It is assumed that prepositions, articles, conjunctions and other service words are mastered at the early stages of language learning, especially since, most often, this kind of vocabulary functions as part of stable expressions. In all likelihood, the vocabulary of the language of business communication is not thought of by the authors of BBC Business English as something different from the common language. It seems that for the compilers of this course, the vocabulary of business communication is a kind of homogeneous mass (Scoble, 2016).

Part speech analyses

Among the commonly used words, along with service words, there are also significant parts of speech: information, access, promotion, advice, air, flight schedule, graduates, response, approach, abilities, archive, area, argument, attached, auto-repeat, autumn.

What is the ontology of grammatical oppositions and correlations in the letter typical of the business world presented above? There are two possible answers to the formulated question. The first of them, following the approaches of Emmerson and

Strutt, can be limited to listing different grammatical forms as they appear in the work of speech under study, for example:

1) pronouns of the 1st person singular and plural I and we: I am writing in connection with the above order for office furniture. We regret to inform you that we cannot deliver Linton filing cabinets on time.

2) polylex combinations related to the official business style of letters: I am writing in connection with the above order for office furniture. As for lamps and desks, we will deliver the goods before March 13, as agreed (Handford, 2020).

3) modal verbs: We regret to inform you that we cannot deliver Linton filing cabinets on time.

4) verb form Present continuous: I am writing in connection with the above order for office furniture.

5) the verb form is the future for an indefinite period: As for the lamps and tables, we will deliver the goods by March 13, as agreed.

6) the absolute form of the possessive pronoun of the 2nd person is yours in the final formula of politeness Sincerely yours.

The varieties of grammatical material listed above give only a partial idea of ontology, i.e. the real existence of grammatical phenomena and forms in business correspondence: lists of grammatical forms can expand or shrink from sample to sample, limited by the ratio of form and its inherent conceptualization in the language system (Ibbotson, Stevens, 2016).

In a detailed work of business orientation, system conceptualization is important, but it cannot break away from the general functional orientation of a written business message and the specific function to which this or that form obeys. In other words, not limited to system conceptualization, it is necessary to clarify the parameters and boundaries of functional conceptualization. Movement is thus carried out from a function (and a syntagmatic sequence of functions) to a certain form or combination of forms. A business letter in English begins with a statement of the purpose of its writing – an indication of the purpose (Ting 2017).

This function is most productively implemented with the help of a lexico-grammatical complex that includes the verb to write in the Present long, e.g.:

I am writing in connection with the above order for office furniture or lexico-grammatical complexes we are interested in ... / We would like... and stable phrases like with a link to .../ Next....

The main content of a business letter – the main message of a letter is largely determined by the category to which it belongs, and can be implemented through one of the following functions: a request for information (request for information), a news message (which gives good /bad news), an apology (to apologize), an explanation of the reasons (indicating the reasons).

The above letter from an authentic British source is a sample letter of apology (letter of apology). For apology letters, two priority functions can be distinguished: an apology (Apologizing) and an explanation of the reasons (Explaining the reasons). For the first of them, the verb to apologize is used, most often in combination with the modal verb should in the construction I/ we should apologize for + noun or gerund, also the verb to regret in the construction I / we regret: we should apologize for the delay in the delivery of these cabinets. (Clement, Murugavel, 2018).

Discussion

The apology function is usually implemented twice - in the first sentence of the main content of the letter and in the final phrase (Free closing), where the noun of the apology has the plural form: We regret to inform you that we cannot deliver Linton filing cabinets on time. With apologies ... The apology function is accompanied by another function – a message about the inability to solve the problem (Saying what

you can't do), expressed by one of two frequency means, We regret to inform you that ... unfortunately and ... The listed forms are combined with a modal construction to be unable (simultaneously implementing the labeled form of the category of affirmation of negation) or with the construction of being able to in negative form: We regret to inform you that we cannot deliver Linton filing cabinets on time. The explanation of the reasons for non-fulfillment of obligations, poor quality of goods or services, delays in deliveries, etc. is based on stable phrases like this is the result ... or was it because of..., e.g.: this is due to problems at our supplier's factory. The letter of apology may contain a promise to take measures to eliminate the shortcomings and to prevent their recurrence in the future - Informing about the actions that need to be taken. "Uncertain future", "will": I assure you that I will resolve this issue to your satisfaction. The final part of the business letter – Closing – has a pronounced clichéd character. (Shobika N. 2017).

The most frequent is the lexico-grammatical complex gaze, looking forward + noun or gerund verb, including verbs of sensory perception to hear and see; as well as complex sentences with subordinate clauses and construction let me/us know used to offer help: we look forward to hearing from you. I'm looking forward to your call. Let us know if there's anything else we can help you with. If you need any additional information, please contact us. We look forward to hearing from you soon.

In the quoted letter, the choice of the final formula of courtesy Sincerely yours depends on the nature of the introductory address Dear Ms Long. The search for the ontology of grammar and grammatical phenomena in business correspondence is not limited to recognizing the latter and clarifying their linguistic (system) conceptualization. Taking into account the business orientation of the expanded works of written speech, it turns out to be expedient to identify the specific function that a certain ratio of grammatical forms (in unity with the lexical components of the utterance) performs in accordance with the communicative orientation of business writing (Rogers, Rymer, 2021).

The specificity of functional conceptualization inherent in the grammatical form (and forms) in the expanded work of speech comes to the fore. Systematic study of a large number of detailed works of speech allowed us to identify, firstly, the functions that are a priority for the register of business correspondence; secondly, grammatical forms that support these functions; thirdly, inter-level complexes that indicate a stable connection in business correspondence in modern English of morphological and lexical phenomena, morphological and syntactic, morphological and stylistic (Handford, 2020).

Conclusion

Concluding this article, we will draw a few conclusions. There are two possible ways to master grammar as part of the English language of business communication. One follows the traditional approach and consistently implements the principle of "from form to function", limiting itself, as evidenced by the materials of authoritative grammatical codes, to system conceptualizations. Another way attracts the attention of students of the basics of business communication in English to the true nature of business English – the mutually conditioned unity of functional varieties of oral and written speech used for business purposes and requires movement from the general functional and communicative orientation of the utterance and its constituent functions to the basic grammatical forms and their appropriate relationships (Barrett, 2020).

The conclusions proposed in different sections of this dissertation have theoretical significance and can be presented in the form of the following list: the lexical material contained in various lists, compilations and dictionaries is heterogeneous and cannot be reduced to a limited list of monolexic units; the four categories of business communication vocabulary identified earlier are supported by different amounts of

material in different publications; The most reproductive is the commonly used terminology of the English language of business communication (General Business English Terminology), which can serve as the basis of a practical methodology focused on the needs of Russian-speaking students seeking to master the basics of business communication in English. The commonly used terminology of business communication contributes to the convergence of two conceptual pictures, "English-speaking, developing the skills of foreign students to understand the basics of business communication in different registers of oral and written speech.

conclusion

This article was devoted to the study of the real existence of the vocabulary of the English language of business communication and the development of teaching methods aimed at developing students' skills of understanding the basics of business communication and mastering the most reproducible models of speech production in different registers of business speech in oral and written form.

In studying this topic, the lists of words included in various general and specialized training courses, as well as explanatory and translated dictionaries of the English language of business communication, were studied. The extensive lexical material is heterogeneous, including different categories of words that differ from each other in functional and stylistic terms. The main intersection between different forms of real existence is observed along the line of the commonly used terminology of business communication (General Business English Terminology), which is placed in the center of the training methodology developed in this article that meets the needs of Russian-speaking English students.

The following conclusions were made:

1. There is no consensus among the compilers of training courses and practical manuals regarding the boundaries and structure of the vocabulary of the language of business communication.
2. The vocabulary presented in different lists, codes and dictionaries is heterogeneous.
3. The lists and dictionaries involved in this study include lexemes belonging to the following four previously substantiated categories: common language words (General English words), common vocabulary of business communication (General Business English Vocabulary), common terminology of business communication (General Business English Terminology) and specialized terminology of different fields (Specialized Terminology).
4. Diverging along the lines of words of a common language, common vocabulary of business communication and specialized terminology, training courses, and dictionaries significantly overlap along the line of common terminology, which indicates a significant reproducibility of this category of lexical units.
5. Common terminology combines the key concepts of business communication; without knowledge of these words-terms, understanding business life and the effective use of English as a means of business communication will be very difficult. (Lesznyak A. 2022).
6. The commonly used terminology of business communication serves as the basis for the convergence of the English-speaking and Russian-speaking conceptual pictures of the world and, due to its importance, is the basis of the training methodology.
7. Professionally oriented methodology includes two aspects – conceptual (aimed at clarifying commonly used business communication terms, taking into account their Russian equivalents and corresponding interpretations), and linguistic, placing key concepts-terms in the most common morphosyntactic and lexical-phraseological combinations and contexts.

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