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TRAINING IN MODELLING OF WRITTEN BUSINESS TEXTS

Key words: Russian language, discourse, text, writing business speech

Introduction

Today, the changes in politics and the economy have led to the need to master the Russian language of business communication, not only for native speakers, but also for foreigners. The researchers note that whereas the overall number of foreigners studying Russian language reduced, the number of students who study the business language increased.

Возросший за последнее время имидж российского бизнеса, экономический рост, интерес к деловому межкультурному общению привели к необходимости знания русского делового языка. Прагматизм современного мира показывает, что востребованность знания языка делового общения – основная мотивация изучения русского языка для иностранных учащихся, для населения СНГ, для мигрантов, а также для носителей русского языка, которые нуждаются в профессиональном овладении деловым общением [Синячкина 2008: 837].

[The image of Russian business, economic growth and interest in intercultural business increased in recent years which led to the need for knowledge of Russian business language. The pragmatism of the modern world shows that the demand for knowledge of the language of business communication is the main motivation for studying the Russian language for foreign students, for the population of the CIS, for migrants, as well as for native Russian speakers who need professional mastering business communication] [Синячкина 2008: 837].

Main part

A business letter is the most common type of correspondence. It is clear that the preparation of a business letter requires communicative accuracy, which gives the document juridical force. From the practice of business communication, we know that every phrase, every sentence should have only one meaning and interpretation, which inevitably requires the standardization of the language of business papers.

The language of documents, which include letters, special requirements are imposed on as denotative accuracy (denotation – the object or phenomenon around us, which relates this linguistic unit), and accuracy of communication – an adequate reflection of reality, reflecting the author's thoughts in the speech fragment (sentence, text). According to A.I. Novikov:

Автор текста при его порождении и реципиент в процессе его восприятия решают разные задачи. Собственно когнитивную задачу решает адресат, в то время как автор – преимущественно коммуникативную. Коммуникативная задача, ориентированная на речевое воздействие, диктует автору определенный отбор и распределение языковых средств, адекватных, с его точки зрения, для реализации данной задачи. [...] Коммуникативным средством реализации целостности содержательной стороны когнитивной структуры является текст, понимаемый как единица речевой деятельности [Новиков 1983: 170].

[The author of the text in its generation and the recipient in the process of perception solve different problems. Actually cognitive problem is solved by the recipient, while the author solves mostly communicative. Communicative task-oriented speech effect, dictates the selection of a particular author and the distribution of linguistic resources, adequate, from his point of view, to imply this task. [...] Communication means to implement the integrity of the content of the cognitive structure of the text is understood as a unit of speech activity] [Новиков 1983: 170].

With regard to the preparation of written texts should distinguish between two fundamentally different approaches – procedure, which includes strategic and tactical characteristics of the activity, and effective, which include text and genre characteristics. To make the text an effective means of achieving a communicative goal, it is necessary to have special strategies and tactics of discourse. Discursive strategy – a way of human communicative behavior aimed at achieving the goal of communication: the solution of communication problems. Methods of communicative behavior, to address the problems of communication, referred to as discursive strategies.

The following types of discursive strategies are for purposes of the communicative impact: a strategy for informing, encouraging strategy, a strategy of persuasion, strategy commitments.

The strategy of information includes a statement, a statement of facts, and information without affecting the intended recipient. It is used in such genres of business letters, as a cover letter, information letter, letter of confirmation, etc.

The encouraging strategy (directive) aims to encourage the recipient to perform the actions necessary to the author of a business letter. Such tactics of encourage are used, as a polite request, definitive recommendations and even coercion. This strategy is used in the preparation of administrative documents (orders, notices, announcements, etc.), and intra-state, as well as in business letters (warning, request, request a reminder, etc.).

The strategy of persuasion aimed at the impact on the destination, appealing to his logic and reason. This strategy is used in various genres of business letters: a letter of complaint, request, notice, complaint, etc.

Strategy commitment is realized in the genre such as a letter of guarantee, claim, complaint, a letter of apology, the answer to the complaint, etc., where the author expresses his regret, apologizes and agrees to change the status quo.

Business correspondence today is more personal and dynamic, which requires adequate and appropriate skills to express clearly the essence of the issue, the situation, to formulate a proposal request uniquely, claim, and warp one's conclusions convincingly.

In drafting business letters a number of laws **that form the content aspect of writing** should be taken into account.

1. **Conceptual law (C)**. Systematization of the material involves discussion, a comprehensive analysis of the object of speech and building knowledge about it (concept plan). According to the conceptual law, students need to define the thematic and various types of business letters: the author informs the recipient about any events, facts of common interest, a system of values and life goals, and can compare it with his own vision of the situation. The task of education is separation of different types of discourse and the rules of their construction, as well as the ability to create and understand, taking into account the situation of communication.
2. **The law of modelling the audience (M)**. It provides knowledge of the audience (the interlocutor) on the status of the author and correspondent, the number of recipients, the hierarchy of authorities and organizations. That is, writing for the simulation of the parent organization will differ from the letters for subordinate organizations, as well as letters to outside organizations that should be reflected in the teaching materials.
3. **Strategic law (S)**. Based on the characteristics of the audience (the interlocutor), and based on the concept, purpose a specific program of action and strategy is built. The author reports on the conditions of participation in this event and it is appropriate to submit other supporting information, using several situational assessment models, which creates the need for their useful place in the classroom. According to the strategic law, the information is requested; awareness of current political, economic, cultural and other events in the world and in Kazakhstan is expressed. All this requires well-trained skills to come into contact with foreign colleagues in the profession, to be initiated joint projects

aimed at realizing the intentions of the speaker/writer in the context of a particular communicative situation. At these sessions the subject of the ability to recognize the communicative intention and to plan the communicative event in order to communicate is formed, the important thing for the strategic planning of the law is the ability of verbal behavior.

4. **Tactical law (T)**. It provides using some tactics to be interested, call for reflection and discussion of the subject matter of speech buddy on the basis of the strategy in the process of communication. The author defines the amount of information saturation, i.e. expedient amount of information that includes it for incentives of interest. Tactical law is dominant at these sessions, where the student is required to formulate the skills to transmit information in a coherent, logical and reasoned discourse, to analyze the communicative situation and to select adequate and most appropriate for a given linguistic community resources and ways to achieve the communicative intentions of the subject of speech.
5. **The law of word-speech expression (WS)**. It provides the ability to clothe the idea in the form of an effective speech. Its implementation requires the use of logical-structural support schemes for identifying the cognitive function of the document with the installation of an intense accumulation of information. The information is stored in units of speech – “acts of communication”, where different amounts of information about a certain subject communicants lead to the formation of interest. Taking into account the recipient’s interest the correct message about a certain situation and the estimated model describing this situation in a logical unity of goal-oriented components of the letter must be given. All this represents one of the most important tasks of teaching business writing.
6. **The law of effective communication (EC)**. It provides the ability to establish, maintain and retain contact with the audience (companion) to win its affection, attention and interest. This requires managing their own behavior and controlling the behavior of audience, adjusting, if necessary, and planning the meeting. Failure to comply with the requirements for business correspondence, on the one hand, leads to difficulty with official documents and on the other – deprives us of legal and practical significance. In order to implement this law, we teach students to plan meetings, predict situations in which communication failures may occur.
7. **System-analytical law (SA)**. It provides ability to analyze the result and effectively organize and process the information. Target setting in the classroom to teach business correspondence involves dialoged elements of speech, information processing, which allows you to generate the necessary amount of local and global information sufficient for the perception of the meaning of the text.

The last two terms of the law are the proper management aspects of thought-speech activity. The relationship between these laws are expressed in the formula of verbal behavior, which can be represented as follows:

$$DP = C + M + S + T + WS + EC + SA$$

Written speech characterizes much awareness as compared to oral speech, characteristic of the first is structural deploy, completeness, specificity, accuracy, consistency, coherence, semantic richness. The underlined logic, unemotional presentation at the standard location of text material on the sheet also significantly distinguishes written business language from oral. The level of the structure of the text and typing the text is of great importance, which is the basis for the classification of business letters where the rules are silent and non-silent.

Regulated letters have the following characteristics:

- 1) preparation according to a certain pattern;
- 2) standard aspect of the content – the introductory part (the reason), the bulk (request);
- 3) a specific paper size;
- 4) the same composition of attributes, etc.

The functional purpose of the regulated letters:

- a) to solve the typical problems of regular economic and legal situations;
- b) to explain the reasons for appeal:

По причине задержки оплаты...

Due to the delay of payment...

Ввиду несоответствия Ваших действий ранее принятым договоренностям...

Due to inconsistency of your actions to previous agreements...

Вследствие изменения цен на энергоносители...

Due to changes of prices in energy...

Учитывая социальную значимость объекта...

Given the social significance of the object...

При данных обстоятельствах...

In these circumstances...

- c) references, on the considerations of which statements are made:

Ссылаясь на Ваше письмо от...

Referring to your letter of...

В соответствии с достигнутой договоренностью...

In accordance with the agreement...

На основании распоряжения о...

On the basis of orders...

Согласно постановлению правительства...

According to government regulation...

- d) specifies the sender's goals:

В целях скорейшего решения вопроса...

In order to address the issue as soon as possible...

Для согласования спорных вопросов...

To reconcile disputes...

*Для наиболее полного освещения деятельности Вашей организации в СМИ...
For the most complete coverage of your organization in the media...*

Regulated letters depending on the destination in the business have a clear structure, as a rule, consisting of two parts: the first, introductory part sets out the reasons, specifies the sender's target and gives the links on the considerations of which the requests are set forth and made verbal actions representing the second part, the bulk of the letter:

*Прошу прислать образцы товаров и прайс-листы...
Please send product samples and price lists...*

*Просим рассмотреть наше предложение...
Please consider our offer...*

*На основании предоставленного нам договором права настаиваем...
On the basis of the contract rights granted to us we insist...*

*Направляем вам протокол согласований...
Please find a protocol of coordination...*

The most rational structure of the text document, which consists of two parts. The first sets out the reasons, facts and events that served as a pretext for making paper, in the second – the conclusions, requests, decisions, orders, etc. For example, the structure of the cover letter consists of two aspects of meaning – you will receive a message on the material and qualifying information:

Направляем подробное описание автоматических систем управления. Получение просим подтвердить.

Sending a detailed description of automatic control systems. Please confirm if you get.

Rigorously logic in the development of the theme, emphasized by analytic abilities, manifested in the fragmentation of the text, detailed and precise explanation of the content – are the main characteristics of the organization of a text document. Rigorously logic is shown in the sequence of content fragments, and the validity of the statements of their evidence. Violations of verbal logic, or logical errors include errors in the use of terms and the combination of deterministic (as in commercial documents often confuse the concept of “value”, “price”, “rate”), violations of the relevance of expression (speech incompleteness or redundancy, the deviation on the topic), violations of semantic connections between the components of expression, etc. Any violation of the logical structure of speech, or cognitive unity of perception, presupposes the possibility of misunderstanding the text that does not allow it to fully carry out its purpose – to supervise the actions of people clearly. Therefore, information should be documented as clearly set out, clearly and unambiguously which is a basic requirement of a written business communication.

Conclusions

The foregoing suggests the following conclusions:

1. Draftsman should know:

- dominant and the main features of official-business style (i.e., requirements to the language of the document);
- an arsenal of stable formulas and rules for their use in a particular genre of business writing;
- the characteristics of genres and their attachment to a particular situation of business communication.

2. The compiler of the document must be able to:

- use adequately the speech means in the text, compiling with the rules of language;
- model the texts based on the laws that form the content aspect of writing;
- design a draft document accurately and (or) edit it.

3. The important categories for business letters are such categories as conceptuality, informational content, coherence, cohesion, composition, and legal significance.

4. Knowledge of the discursive strategies and tactics of written business communication, as well as the laws that form the content aspect of writing, the ability to use them in accordance with the purposes and conditions of communication is the key to successful business communication in Russian language.

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Summary

Training in Modelling of Written Business Texts

The article deals with the problem of teaching students (both native speakers and foreigners) how to model and write business texts. The paper also describes the main characteristics of the organization of a text document.

In order to make the business text the effective means of achieving a communicative goal, it is necessary to have special strategies and tactics of the discourse: strategy of informing, encouraging strategy, the strategy of persuasion, and strategy commitments. Knowledge of the discursive strategies and tactics of written business communication, as well as the laws that form the content aspect of writing and the ability to use them in accordance with the purposes and conditions of communication is the key to successful business communication in Russian.