

© T.A. Shiryaeva

Pyatigorsk, Russia

Pyatigorsk State Linguistic University

shiryaevat@list.ru

## **The cognitive modeling of business discourse**

The process of communication in a business community is causing an unabated and lively interest of all branches of humanities knowledge as such and linguistics in particular. Today modern business community presents a complex developing system of external and internal interactions [1]. Business discourse (BD) today deserves most close attention of linguistics due to both extralinguistic and linguistic circumstances. The extralinguistic factors include a rapid expansion of business into all spheres of life. Business is one of the forms of human existence and enters a number of most crucial fields of public life. Business relations are one of key creative forces of any civilization, and new economic and social conditions brought to the fore the necessity to increase the level of communicative competence. Effective communication is very important for success in modern business world, as the solution to many tasks in business is built on a direct interaction with people in the framework of various situations [2].

The research though in the framework of business discourse answers, as a rule, only one definite, concrete question without setting itself a more global and complex task – the cognitive modeling of business discourse as a whole. All the variety of modern scientific elaborations, though, requires a profound and comprehensive study of the cognitive – discourse mechanisms of the representative of business community and a new understanding of the role of language in the process of categorization and conceptualization of the professional world of business. This very circumstance caused the turn to business discourse from the point of view of the revealing of the main linguistic and extralinguistic factors, stipulating the specific nature of business discourse and the singling out of such models of business discourse that insure an adequate understanding of the process of the generation and understanding of this phenomenon.

The construction of a complete cognitive model of business discourse is closely connected with the study of the models of interaction of the language and thinking in the process of man's perception of the surrounding reality, with the analysis of the manifestation of mentality and cognitive experience of a man in language processes, with the determination of the role of business discourse in the life of social stratum and a concrete individual [3]. The solution to the set tasks of the general and more specific character requires not only the study of the theoretical material, but also the analysis of some concrete texts extracted from the everyday activity of business community, which allows us to offer a new approach to the systemic research and description of business discourse and the analysis of the possibilities of its modeling.

It turned out that the specific nature of such a complex phenomenon as business discourse, requires the turning to the existing various points of view on the understanding of discourse as a whole, on its status in particular, on those elaborations which are being con-

ducted today in the framework of discourse-analysis on the singling out in it some characteristic categories and units. Despite a huge amount of work done by scholars in discourse researches they are as before very far away from the creation of a single and complete theory of discourse.

Moreover, at the present level of the development of the philosophico-linguistic thought it is hardly possible to speak about the existence of a mutually accepted definition of discourse and it is hardly possible to consider any of such definitions as preferable. There are many different approaches to discourse, none of them uniquely "right". Different approaches fit different issues and questions better or worse than others. And, too, "different approaches sometimes reach similar conclusions though using various tools and terminologies connected to different "micro-communities" of researches" [4; 6]. Discourse can be studied on the basis of different signs or parameters existing in it simultaneously and must be viewed as a complex phenomenon, as a materialized result of a speech-thinking activity. We single out three types of macro-understanding of discourse (along with their varieties), which interact, influencing, complementing each other: a linguistic study of discourse – in the framework of which there are linguistic proper, stylistic and semiotic approaches, social-aimed at a social proper, ideal, institutional analysis, cognitive study – in the framework of which we have the cognitive proper, and speech creating directions.

Discourse in modern research is both "the speech immersed in life", and the information flow between the participants in communication, and the text which is the result of any discourse. The approach to BD in this article seeks to balance talk about the mind, talk about "social interaction and activities, and talk about society and institutions more than is the case in some other approaches. So some may think this approach too "cognitive", others may think it too "social", however I believe we have to get minds, bodies, social interactions, social institutions all in a useful model of BD together. Quite relevant for our research is understanding discourse as seeing the world through the prism of certain social practice. This bilateral process of speech creation determined by a definite social activity, in the framework of which the leading role belongs to the cognitive spaces of communicators, where there are focused different peculiarities of their inner worlds finding their reflection in this activity.

Discourse is realized in different texts created in an institutional framework. Often, but not always, it is concentrated around a certain key concept. Evidently, discourse is not just a succession of speech acts, not the "flow of speech behavior" itself, but a socially definite type (model) of speech behavior, an indispensable component of which is the text as a field of interaction.

Moreover, in order to adequately reveal the specific nature of business discourse it is also needed to take

into account the fact, that the text, being the result of not only a cognitive but also speech activity of the main participants in the constant flow of speech and, consequently, in the process of the text research. One needs an analysis of not only the peculiarities of its perception (understanding) but also the peculiarities of its generation.

Any text of business discourse is created by its sender for quite a definite addressee in the course of professional communication in business community. Consequently, the text can be viewed as a result, as a total of business discourse, on the one hand, and a cognitive discourse phenomenon, on the other hand. This fact requires overstepping the limits of the traditional linguistic approach and carrying out the analysis of the specific nature of business discourse texts from the positions of the cognitive-discourse paradigm. Speech-thinking activity of the social community concentrates in all the energy of social progress or regress, and mastering the experience of public speech practice contributes to the formation of a multidimensional picture of the world in a separate individual, fixed in his cognitive consciousness in the form of multiplane language speech activity models. In this aspect the specific nature of business discourse is a definite realization of speech in various models of human existence, connected with doing business.

The institutional essence is embedded in discourse by definition, as any speech interaction of communicants is determined by definite social associations and status-role possibilities in the framework of the established public institutions. The signs of institutionalism fix a specific purpose of communication, the role characteristics of the agents and clients of the institutions, a multiplane social space, the typical specific chronotypes, symbolic actions of the participants in discourse, certain specific strategies of business discourse and a particular general picture of the world. These signs also determine the structure of the texts: corresponding rules set a different composition and the order of the parts succession for such texts as contract, interview, report, board meeting, articles in the mass media. As a result, the word in business community is a professional tool. Business discourse presents a specialized clichéd variety of communication among people, who may not know one another but have to communicate according to the norms of the given social stratum. So, business discourse is a heterogeneous formation, in the composition of which there exists a number of subtypes and which is characterized by a certain socio-role, communicative and structural-semantic peculiarities.

From the point of view of cognitive modeling, business discourse is a sufficiently complex object, which has a number of institutional parameters and cognitive linguistic peculiarities, distinguishing it from all other types of institutional discourse [5]. For a successful realization of business communication it is necessary to master the language and the corresponding conceptual system including perceptions, skills, values and norms of both special and everyday sociocultural fields as well as the knowledge of the norms and rules of communication. Such knowledge is accumulated in the global BD frame on the basis of the formation of the corresponding main institutional frames and are structured with the help of specially selected texts containing frame presuppositions. The ability to operate certain professional knowledge, the systemic nature of the given knowledge in the pro-

cess of business communication constitutes the basis of the open mobile system of professional, business-related knowledge, stored in the memory of every member of business community and organized according to the principle: "from the general to the special", i.e. institutional frames of business discourse. Such a system of knowledge is expressed in the specific way of presenting and structuring professional information: its maximum explanation, a relatively rigid succession of rendering, specific stratification, etc. These factors, one way or another, are determined by the specific directives of the sender of the text, taking into account the characteristics of the potential addressee. So, the results of the research convincingly prove, that business discourse presents a peculiar living environment of the institutional frames "Economics", "Finance", "Entrepreneurship", "Marketing", "Power", which are dominating for business discourse.

In each institutional frame one can single out the basis, which is seen by us in the form of a certain structure of upper tangles, being invariant fixed constituents of any institutional frame of business discourse. The tangles of the upper level of the basis of the institutional frames of business discourse are usually filled with the names of the situations most typical for the entire business community. The tangles of the lower levels are filled with concrete data, which present their possible realization in the process of the adaptation of a certain institutional frame to a concrete aspect of professional activity, which in the text can present themselves by a group of frames, forming a complete system, reflected by the text.

The upper tangles lying at the basis of the institutional frames singled out by us are "management", "competition", "human resources", "reformative development", "customization", "partnership", i.e. those dominant features which "run through" business discourse. These dominants play a crucial role in the professional activity of the modern business community and therefore assume a multilateral versatile designation in the language. They occupy "a central zone" in the language picture of the modern business world, being multidimensional culture-significant social and professional formations in the collective consciousness of all the members of the business world expressed in this or that language form, by this or that type of text. The analysis of business discourse from the cognitive positions allowed us to establish that the dominant features used to play a special role in the formation of its specific character, and first and foremost of such categories of business discourse are informativeness and institutionality. Their distinguishing peculiarity is a high frequency of usage and the universality of nature.

The cognitive approach in the framework of our research allows us to establish a link between the cognitive activity of the language group of modern business community and the representation of the knowledge accumulated by this group in the language. This very fact makes it possible to elaborate a system of knowledge representation of the modern business world through building business discourse thesaurus. It is precisely the thesaurus, and it is my firm conviction, vividly demonstrates profession-oriented knowledge, values, notion apparatus, commonly accepted ideas of the modern business world. In other words, with the help of the thesaurus of business discourse this way or another all cognitive models are ac-

tualized in real situations (texts) of professional business communication. Business discourse thesaurus is based on the non-language picture of the world, and namely on the everyday activity of modern business community which reflects cognitive semantic and linguistic structures of the language.

Business discourse thesaurus has every indication of a system: completeness, availability of the elements, availability of ties and reactions between those elements, a clearly defined structure. It represents a multilevel thematic dictionary – classificatory on definite fields of activity of modern business world. Such a dictionary reflects several types of paradigmatic relations among words: hyperlexemic, synonymous, gender-aspect, etc. Each notion thematic area with hypero-hyponymic paradigms related to it reflects a certain segment of reality in business world (in the world of business) and carries this or other specific significance, which is established according to the meaning of the nucleus word, paradigmatic correlation, syntagmatic characteristics and lexico-worldbuilding connection of the lexical units of the given field. The study of the field principle of building the BD thesaurus allowed us to discover a close interaction between the lexico-semantic field “Business” and the fields related to it, their mutual transition into each other.

So, a modern complete concept of business discourse must be built regarding cognitive and pragmatic parameters with the involvement of social aspects in the analysis. Special attention is attached to personal cognitive characteristics of communicants [6]. All these factors actively participate in the processes of the generation, perception and research into the semantic structure of business discourse. In the professional communicative space of a business community there function both below-average regularities, typical of the discourse as a whole, and the characteristics typical of the interaction solely in the framework of business discourse. This gives reason to maintain that business discourse yields to modeling which is one of the most important means of representing cognition.

The main result of the cognitive modeling of business discourse is the construction of a complete model representing a pyramid, at the basis of which there is a model of a social institute, and the sides of the pyramid is the sender’s model, the addressee’s model, the propo-

sitional model, metaphorical model and metonymical model. The through axes of the given complete model is the business discourse text model. The given model is understood by us above all as dynamic, revealing the mechanism of the generation and understanding of business discourse. It is seen by us as a complex, not “flattened”, but volumetric, uniting a number of special models of different levels. The given cognitive model is a model of a mental level, which represents a conceptual scheme, reflecting the way of the conceptual organization of knowledge in the modern business community. The invariant elements of business discourse are the basis for the presentation of one’s originality, the variable elements embodying the dialectic character of communication, the ability to interact and reciprocate, openness of the system and its potential for growth.

We emphasize that the given complete model of business discourse both in practical and theoretical respects undoubtedly deserves attention as being a complex multilevel formation, it is a subtle and precise tool of conducting analysis. Models as research constructs are an effective means of cognition. Incidentally the creation of multiple models is not evidence of inconsistency of the analysis, but, on the contrary, of the maturity of the scientific branch and availability of various research approaches, enabling one to comprehensively analyze the given phenomenon.

Evidently, the proposed complete cognitive concept of business discourse is of significant heuristic value and can be effectively used in the research of knowledge structures, and also for the revealing of the specific character of language structures.

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