Abstract

“Language means of realization of the strategy of negotiation "jiu-jitsu"

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The theme of this thesis is language means of realization of the strategy of negotiation "jiu-jitsu", the object of the work is the language means like Jiu-jitsu used in negotiations on a cross-cultural level and their selection from the view of communicative tactics.

The urgency of this work exists due to the fact that with the increase in the number of contacts with representatives of other cultures there are many situations in which communication can come to a standstill or even lead to a conflict. To solve this problem, experts use a number of negotiation strategies to resolve a disputable situation.

The aim of the work is to review the theoretical aspects of intercultural negotiation and the identification of the communicative tactics of negotiations in the form of Jiu-jitsu.

Based on the goal, the thesis discussed the process of negotiations as a form of communicative interaction, especially negotiation in intercultural communication, the selection of linguistic means as a factor of realization of negotiation strategies, metaphorical overtones as the communicative tactic, tactics of negotiation Ju-jitsu as one of the most effective and also identified the frequency linguistic means of negotiations in the form of Jiu-jitsu.