ABSTRACT

COGNITIVE AND PRAGMATIC ASPECTS OF INFORMATION TRANSFER IN THE PROCESS OF BUSINESS COMMUNICATION

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Main parts: Contents, Introduction, two Chapters, Conclusion, Bibliography, List of Reference Literature and Internet Resources.

Keywords: Business communication, information, conceptualization, categorization, business text, concept, notion, refusal, complaint, demand, apology, effective communication.

The present paper deals with the implementation of cognitive-pragmatic intentions in business communication in order to succeed in developing business relations with the help of an effective conversation.

The aim of the research is to reveal the verbal features for realization of pragmatic intentions in business communication.

The first chapter is devoted to the description of the peculiarities of a business discourse and its main cognitive elements. Moreover, the aspects of pragmatic business communication are also discussed in the chapter and their specific language features are given.

In the second chapter some basic principles of the effective communication are drawn and national cultural identity of communicants is taken into consideration. When analyzing the given data methods of unbroken sampling and a comparative analysis were used. Among other factors that affect the success of communication is the national peculiarities of communicants as a foundation of the information verbalization.

In conclusion, the practical results of the paper are resumed and their application in educational and business activity is described.