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## THE MAIN PECULIARITIES OF BUSINESS ENGLISH AS THE BRANCH OF ENGLISH FOR SPECIFIC PURPOSES

I. V. Hanko

*National Technical University of Ukraine  
"Igor Sikorsky Kyiv Polytechnic Institute"*  
iragankov@ukr.net

The author gives a thorough analysis of important characteristics of Business English as an instrument of communication in business world. The features outlined help to understand deeper the need of the crucial role of Business English pronunciation as an independent branch of English for Specific Purposes. Moreover, it advances the understanding of the successful teaching Business English to be used in real-to-life situations in a framework of the defined grammar and vocabulary peculiarities defined in a paper. The features of the official-business style of the English language are discussed in the paper. Therefore, the specific vocabulary and grammar peculiarities are analyzed by the author. Alongside with the presented grammar and vocabulary discourse characteristics, the syntactical features and text organization of business correspondence are clearly determined and presented in the paper. For the profound and clear understanding of the main features of correspondence organization the example of business letter is presented to demonstrate its main composition parts and the whole structure. The professional profile of Business English in terms of main real-to-life situation participants is given to develop teachers' expertise in the student-oriented learning flow. The stylistics of Business English has been presented here as one of the leading traits of the business text discourse. Moreover, the vocabulary of official-business style is pronounced as a core of Business English text discourse. The author gives some conversational phrases, expressions and other stylistics notions to exemplify the paper analysis.

**Keywords.** Business English; vocabulary and grammar peculiarities; professional profile; text organization; business correspondence, business letter structure.

**Introduction.** The recent advances in English for Specific Purposes as the leading place of Business English (BE) teaching have appeared as a scientific study. Furthermore, the BE structure itself as a sublanguage has occurred to be the researchers' scope for the last decades: how to teach efficiently, where the strongest and the weakest points of the students' learning flow and the main core of BE language are presented, i.e. the interaction between students and teachers within a lesson framework must be enhanced with the special methodology, techniques etc. Recent surveys have shown many scientific researches in the BE sphere as an integral part in the English language for Specific Purposes education system.

Hence, there is a need to clarify the area of BE in a framework of ESP: is it an independent branch? What are the BE peculiarities?

**Paper Purpose and Tasks Statement.** It's important to mention, that BE teaching has been promoted by the significant changes in economy. A vast majority of businessmen use English for every day professional routine. Otherwise, BE has attracted a lot of researchers of the Language for Specific Purposes methodology. A great number of literature has shown the theoretical reflection of the system analysis of BE [1, 7, 8]. A variety of literature in this area allows us to be prepared in official-business communication. The thorough understanding of the real-to-life communication needs has determined the priorities and range of emphases to be made while determining the BE structure itself.

Firstly, there are the BE sublanguage peculiarities as follows: special vocabulary, grammar, and syntax, functional language, syntax and language features of texts.

Due to this, we offer the paper objectives as follows:

1. To single out the style concept of BE in the language framework.
2. To determine the stylistic features of official-business English.
3. To identify specific vocabulary and grammatical features of the business language materials according to the official business documents.
4. To give a structure of a business letter as an example of the text organization in business correspondence.

Let's define stylistics as a science which deals with the language expressions to be used in different situations concerning the communication subject, doers of the situations and the intentions of the communicators. Actually, it sounds like an attempt to encrypt "the use of a particular language". Therefore the stylistics has been developed into an independent branch of the language science which studies a number of specific language characteristics like expressive, emotional properties of various linguistic notions. Furthermore, there are different functional styles of language.

Let us consider the classification of the linguistic style of modern English described in the works of I.R. Halperin, M.Y. Ivillinha, I.M. Razinkynoy, I.V. Arnold etc. According to the recent researches, the

modern English functional styles are as follows: official and business style, colloquial style, scientific style, publicist style and fiction. Of course, there is a diversity of substyles in a framework of the language style researches. But as we are studying the BE peculiarities, the scope of our attention must be drawn to the official style used in business writing: the composition of various official documents/texts/papers in everyday life. It can be referred to the clearly-objective language style necessary in business relationships and the service area for various business/communication occasions and solutions. Moreover, classification of various diplomatic documents, commercial correspondence, judicial-procedural documents, laws, etc. is proposed by I.R. Halperin [1]. Actually, in modern business world it helps to distinctly produce a variety of business communication in English, as the language of business documents. Here and after, we are of great concern on the A.P. Devkyn's thought who put attention to the three types of official-business style: the style of official documents, business correspondence and legal documents. Nevertheless, the aim of writing of any document is regulated by trade, service and political relationships. Properly designed document bears the fully clarified notions and expresses the main conditions to be followed.

As it was mentioned before, the stylistics of the BE language studies the main peculiarities: vocabulary and grammar, syntactical features and text organization. The most of speaking business language material pronounces functional and stylistic coloring [2, 3]. So, let's consider in detail the specific lexical features of official-business style, id est. the vocabulary of official-business style.

Noteworthy, there is a professional profile listing the first group as follows: the members of specific professions (e.g. teller, auditor, accountant, manager etc.) and their activities in the communication routine (e.g. executor, testator, vendor, purchaser etc.). The other group of the professional profile presents job titles, e.g., *The Head of the Credit Department - Head of lending, Head of Lending, Loan Officer—economist loans, Sales Manager—head of sales department, Production Manager - Head production, Staff Manager—personnel department*, etc., id est phrase collocations in the BE vocabulary area [3,4].

The scientific survey of literature has shown the BE specific vocabulary within its terminology, for example: *I beg to move; I beg to inform you; the above-mentioned; to draw consequences*; and others. In various reports, documents, charters the phraseology combinations can be found, such linking words as *hereby; henceforth; a foresaid*. There are variety of terms such as *taxable capacities, extra revenue; recommendation* etc. in financial documents. The study survey of a number of diplomatic documents has shown a lot of latin/french words and expressions like *persona grata; persona nongrata; the quorum mutatis mutandis*, etc. A diversity of abbreviations used in business texts brings in a significant role by the specific coloring of the BE language, for example: *M.P. (Member of Parliament); N. S. (His Majesty's Steamship); gvt (government); pmt (Parliament); i. e. (Id est = that is); G. C SI (Knight Grand Commander of the Star of India); U. N. (United Nations); D. A. S. (Department of Agriculture, Scotland); D. A. O. (Divisional Ammunition Officer)*. In the language of business documents there is no metaphor, metonymy or any fiction coloring. It helps to enhance the author's intentions with the help of the main text discourse [5,6].

Let's consider the use of introduction phrases such as: *Dear Madam or Sir, Dear Spooner, Dear Mr Black; Yours faithfully, Yours, Thank you, Yours obediently*, etc. And the questions arise: *What are the peculiarities of business correspondence? What is the text organization?*

There are certain rules of writing official letters, which must clearly respond to the signed agreement. Business letter has a distinct structure as follows: *salutation, introduction, body of the letter, conclusions and signature*.

The example of a business letter is given below to learn the structure:

*Dear Sir,*

*Please draw \$ 3.000 on us at 30, day's sight.*

*We hope that we shall come to a satisfactory arrangement.*

*Yours faithfully,*

*John Brown.*

To have a business letter composed successfully, it should be properly divided into the text paragraphs mentioned above. Moreover, the letter paragraphs are not autonomous parts: they depend on the logical content of the letter for a clearly organized text. Such a smoothness of the letter is reached by a wide usage of linking words: *in order to ..., even if you ..., contrary to what ..., in addition ..., in the latter case ...* etc [8].

Some colloquial elements are used in a body of the letter such as: conversational phrases and expressions - *of course, to be happy, somewhat, to be sorry*; colloquial phraseology - *on the other hand, to put in hand* etc. The discourse analysis of business letter text has shown the range of grammar peculiarities. For example, the usage of modal verbs "may", "might", "would", which often expresses the ability to perform a particular action as in the following sentence: *"We will happy to supply any additional information for you that may require about materials and prices"; "Would you please ..."; "We'd appreciate ..."; "We'd be grateful ..."*. The conclusion part of the letter usually has the following phrases: *We are looking forward to*

*hearing from you ..., Feel free to contact me by phone or email ... etc.* It's worth to mention the grammar items that are not used in business letters: for example, the superlative degree of comparison of adjectives is very rare. Although there are certain clichés in business correspondence that serve as markers of logical accentuation, namely: *it is hoped, it should be pointed out, it might be useful, as for ..., etc* [5, 6].

### Conclusions

Official-business styles as a linguistic subsystem and its lexical and syntactic features have been thoroughly discussed in the paper. The details and features of business correspondence with an example of official letter also have been studied. Some lexical and syntactic differences in the following official texts as financial and economic documents, diplomatic documents, legal documents and military documents are found. Therefore, each type of official-business documents is characterized by its own specific terminology and phraseology. Another characteristic features are: a number of traditional means of expression and the presence of archaic words and expressions. To specify the BE genre it's noteworthy to mention the use of the diplomatic language. Here, the presence of a certain number of Latin and French words and expressions is vivid. Due to the analysis of the BE syntactic features, the following conclusions can be given as follows:

1. The main properties refer to long sentences with the large number of conjunctions. Also, there is the use of parallel structures.

2. As a rule, one sentence covers all conditions of the agreement, which characterizes the relationship and that may arise as a result of such relations.

3. A clear structure of the BE style of an official statement is based on the principle of clear pronunciation of different thoughts in one business text.

This article has given the main message of the official-business English being as a language subsystem with its specific concept of scientific and correspondence styles. The research has revealed the stylistic, lexical and grammatical features of official-business English to be considered as a special kind of peculiar correspondence activity that differs significantly from the other functional language styles. A number of important terms and notions such as speech style, text types, classification of styles in English have been proposed in a paper to give a clear understanding of the BE style concept.

More detailed examples explored are style features, including its lexical and syntactic features, especially the official correspondence.

The research of this article has been relevantly given for the future highly qualified specialists to be acquainted with the features of official-business style to clearly differentiate their criteria. English is the international language used for communication in public life, in political, legislative and the administrative-economic management activities. The environment of developing society is variable and the official BE style is always changing its vocabulary. The professional competence in BE depends on the specialist's self-actualization in business society. Therefore, the knowledge of business language stylistics and lexical/grammatical aspects enhances the teachers' familiarity with the teaching material to be taught for the special audience due to the main purpose of the higher education which is to prepare competent and highly skilled professionals who deal with correspondence writing and construct their own style of business communication in every day meetings and interactions.

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**Ганько И. В. Основные особенности делового английского языка как отрасли английского языка профессионального направления.** Автор подробно анализирует важные характеристики делового английского языка как средства общения в деловом мире. Описанные функции помогают понять необходимость делового английского как самостоятельной отрасли английского языка для специальных целей. Кроме того, указанное выше облегчает понимание взаимозависимости знаний таких категорий как грамматика и лексика, их особенностей, выделенных в статье и успешного преподавания делового английского языка наряду с его использованием в профессиональных ситуациях. В статье обсуждаются и анализируются особенности официально-делового стиля английского языка, в частности, лексические и грамматические особенности. Наряду с анализом грамматически-лексических категорий в статье четко определены и представлены соответствующие характеристики дискурса, синтаксические функции и основные черты организации текста деловой переписки. Для глубокого и четкого понимания основных особенностей организации корреспонденции автор предоставляет пример делового письма с целью демонстрации его основных структурных частей. Профессиональный профиль делового английского языка с точки зрения основных участников реальных профессионально направленных ситуаций позволяет приобрести практический опыт в течение обучения студентов профессионально-ориентированным деловым языковым и речевым категориям. Стилистика делового английского языка представлена в качестве одной из главных черт дискурса делового текста. Кроме того, словарь официально-делового стиля выделяется исследователем как основное ядро дискурса делового английского текста. В качестве примера переписки автор представляет разговорные фразы, выражения и другие стилистические категории.

**Ключевые слова.** деловой английский язык; словарный запас и грамматические особенности; профессиональный профиль; организации текста; деловая переписка; структура делового письма.

**Ганько І.В. Основні особливості ділової англійської мови як галузі англійської мови професійного спрямування.** Автор детально аналізує важливі характеристики ділової англійської мови як засобу спілкування в діловому світі. Описані функції допомагають зрозуміти необхідність ділової англійської мови як самостійної галузі англійської мови для спеціальних цілей. Крім того, зазначене вище полегшує розуміння взаємозалежності знань таких категорій як граматики і лексики, їх особливостей, визначених у статті та успішного викладання ділової англійської мови поряд з її використанням в професійних ситуаціях. В статті обговорюються та аналізуються особливості офіційно-ділового стилю англійської мови, зокрема лексичні та граматичні особливості. Поряд з аналізом граматично-лексичних категорій в статті чітко визначені і представлені відповідні характеристики дискурсу, синтаксичні функції та основні риси організації ділового листування. Для глибокого і чіткого розуміння основних особливостей організації кореспонденції автор надає приклад ділового листа для того, щоб продемонструвати його основні частини структури. Професійний профіль ділової англійської мови з точки зору основних учасників реальних професійно спрямованих ситуацій уможливує набуття практичного досвіду протягом навчання студентів професійно-орієнтованим мовним та мовленнєвим категоріям. Стилистика ділової англійської мови представлена в якості однієї з провідних рис дискурсу ділового тексту. Крім того, словник офіційно-ділового стилю виділяється дослідником як основне ядро дискурсу ділового англійського тексту. В якості прикладу листування автор надає розмовні фрази, вирази і інші стилістичні категорії.

**Ключові слова.** ділова англійська мова; словниковий запас та граматичні особливості; професійний профіль; організації тексту; ділове листування; структура ділового листа.