

UDC 811.111'42

Karibayeva B.E. – PhD candidate, Kazakh Ablai khan University
of International Relations and World Languages
Kunanbayeva S.S. – Academician of the National Academy of Sciences,
Kazakh Ablai khan University of International
Relations and World Languages
E-mail: buadat_ke@mail.ru

**COMPARATIVE FUNCTIONAL AND PRAGMATIC ANALYSIS OF
“BUSINESS COMMUNICATION” BASIC TYPES OF LANGUAGES
(ENGLISH-KAZAKH EQUIVALENTS) COMMUNICATING IN
INTERNATIONAL INTERACTION**

***Annotation.** This article aims to explore universal and specific characteristics and features of "Business Communication", as modern internationally significant aspects of business interaction. This leads to a need for comparative study of internationally-accepted commercial-communicative type of business community with the projection on the identification of possible lingo-cultural preferences and inconsistencies in Kazakh forms of business communications against internationally accepted ones, for the purpose of predicting and managing risks in business communication.*

***Keywords:** Business-communication, meta-concept, cross-cultural communication, stereotyped business negotiations.*

1. Introduction. Demand for competent and highly educated employees, who have professional skills, as well as culture of speech and business communication in a foreign language rises in the context of constantly developing international cooperation. Social and economic changes in the world and Kazakhstani society in recent years contributed to creation of such disciplines as corporate and comparative management, culture of business communication, resulting in new job places.

The ability to communicate increases the effectiveness of any professional and scientific activity, facilitates the relationship with colleagues and partners, thus planned effect of speech utterance is often a guarantee of cooperation and achievement of goals.

This article analyses “business communication” from the perspective of international commercial agreement negotiations (ICAN). The key features of Kazakh and Western culture is reviewed, highlighting specific pattern and structure, which drive formulation of business communication concepts.

2. English and Kazakh Business Communication Concepts. According to the justification for the choice of global form of a macro perspective communication, which reflects the "business communication" (BC) in the context of the international interaction of the research object of this work, defined as IBC (intercultural business communication) with its functional basic category of "business negotiations", as well as determining its most widespread cognitive concept and stereotyped situational unit for international interaction of ICAN (“international commercial agreement negotiations”), which aim is to reflect complex, cognitive conceptualizing sequences of process-dynamic aspects of national differentiated business events in linguistic view of the world with our further definition of ICAN basic frame, presented by 3-level frame structure as “stereotyped international business communicative situation” in providing specific type of “IBC- international commercial agreement negotiations (ICAN)”, in this section we will consider the degree of similarities and differences in conceptualization of business events’ phenomena, international stereotyped situations of business communication (IBC) in frame models, in reflection of rightfulness of “business negotiations” in terms of international interaction through English-Kazakh negotiations, as well as the degree

of universality and identity of the concept-spheres of "business communication" of comparing languages, the conceptual and cultural differences and their risks in the conditions of English-Kazakh business interaction in semantic cognitive and communicative strategic comparative analysis.

According to William F. Fox, "A business executive entering into an international commercial transaction is mainly interested in drafting an agreement that satisfies all of the parties and that will be performed as promised" [1]. Principles of effective communication vary in different cultures: one communication type can be effective within one culture; another is ineffective in other one.

So, for instance, American and European businesspeople almost at once get into business during negotiations. On the contrary, the negotiators from the Kazakh party greet each other for a long time and share information to get to know each other better and only after that start negotiations, as it is typical for the eastern mentality. In Kazakh linguoculture, the respect for a "guest from afar" is an obligatory attribute that begins with caring inquiries about the state of health after the flight; the weather at home and in Kazakhstan; whether there are any difficulties caused by weather; questions about the most important events in the partner country; expressing support and satisfaction with the improvement of the "business climate" between their countries; expression of praise for the leadership of both countries for a thoughtful international system of activities on supporting business interaction, etc. And only after such conversation, even after a hint from a western future partner, a Kazakh businessman will discuss the object of the meeting, but at the same time constructing a "smooth" transition to the topic of "business negotiations" connected contextually with previous statements.

In contrast with Kazakh representative, the Western (European or American) business representative will discuss the main aspect of the "business meeting" at first, after a welcoming, concise exchange of phrases, but also in accordance with European etiquette, by polite, clear and concise discussion of reasons for their arrival, caused by the need to take an urgent decision. As described by Michael Benoliel, American style of negotiations implies the importance "... to settle issues quickly and leave no loose ends..." [2]. Though any representative of Eastern culture is well-informed and, moreover, clearly follows the universal (American) model of conducting business meetings and negotiations, nevertheless, for the representative of Kazakh linguoculture, the above-mentioned model of "eastern etiquette" is unchanged and mandatory as advance attribute of any meeting, including international meeting related to the "business negotiations", as a result the future business partner will have to "adapt" to it.

This is a very important point in intercultural business communication, partners will not be nervous, being aware of such aspect; it can facilitate the negotiation process and will affect the result (conclusion of the agreement, signing of agreement on cooperation, etc.).

The duration of the pre-contractual relationship between the parties depends on the complexity of the contract (the volume of obligations of the parties, the consequences of violation of obligations, penalties, etc.).

3. ICAN and Frame Top. In the cases relevant to our research object – ICAN-IBC- "international commercial agreement negotiations" as one of the types of "international business communications (IBC)", the consistency of the inclusion of the thematic aspects of the ICAN was proposed in our earlier work in the form of universal basic concepts representing the frame structure of ICAN, which comprises the "frame top" as the I-top level represented by the following basic concepts of the concept- sphere of "international negotiations on the ICAN type":

- I-level (frame top) – main theme of negotiations:
- Need – proposals (production/market);
- Demand – order;
- Quality/standard – certificate;

- Product – price/bargain;
- Obligations – risks;
- Commercial transaction – business contract;
- Buying/selling – payment/supply.

Macropropositional chain of frame «top» (I high level of frame) of ICAN, presenting as main concept-sphere, which represents the stages of «stereotyped situation» by type of «international commercial agreement negotiations» (ICAN) can be presented as follows:

Need/demand — market offers, production of the good, order; quality standard – international certificate; product – price/bargain; obligations-risks; transaction-business/contract; buying/selling – payment/supply.

II levels of ICAN frame are lower levels, which aims were determined above and comprise 3 stages of step-wise development of cognitive “scenario” representation of international business negotiations of ICAN type, which we defined and found to consist of the following stages:

Stage of 2.1. level Research level with search-expert stage of ICAN concept-sphere which comprises the following preliminary expert evaluation of possible «counterparts / suppliers / producers», reflected by such concepts as:

Production market (marketing)	-	Producer/counterpart
Sales market (monitoring)	-	Price/rates
Agreement forms (monitoring)	-	Choice (agreement form)
Quality (international trade mark)	-	Examination
Producer's (counterpart's) image	-	Confirming documents

Propositional chain of this level of frame structure, which provides direction and preliminary expert evaluation, choice of producer, its production and trade mark, etc., in other words, the research stage of ICAN can be the following:

Production market/producer sales market/prices, rates agreement form/choice international quality mark/export certificate image of counterpart-producer/confirmation.

An agreement is a document, which comprises two or more parties (individual, legal entity). Each party is interested in achievement of own aims (sale of goods, services, purchase of goods, application of partner's services, etc.).

Usually, approval of all significant terms of agreement with participation of legal services (attraction of lawyers) as well as employees of other departments, which function is directly connected with further implementation of agreement precedes the signing of document.

Draft agreement provides parties with certain guarantees of signing the main agreement; parties undertake obligations according to the preliminary agreement. It must contain terms, which allow establishing the subject as well as other important terms and dates of main agreement.

At the stage of pre-contractual relations, it may be possible to sign the so-called agreement of intent, if it does not consider the intentions of the parties to enforce it as preliminary contract, is not a civil legal agreement, and its non-fulfillment does not entail legal consequences.

In cross-cultural negotiation “... as much thought as possible should be given to the negotiation process before the negotiation itself begins” [1]. Readiness of the parties to negotiate, a competent approach and the professionalism of each participant is the key to the successful signing of such an important document as an agreement.

The article 393 of the Civil Code of the Republic of Kazakhstan provided for the obligatory presence of important terms of the agreement in the agreement, i.e. an agreement shall be deemed to be concluded when consensus is reached between the parties in accordance with the required form, on all the material terms of it.

Therefore, the parties must discuss these terms in details during negotiations. The

participants of upcoming agreement must repeatedly review texts proposed by other party and exclude errors, ambiguity of phrases and words; draw attention to punctuation, grammar, which can cause double meaning. For example, in Western cultures "the ambiguity doctrine is a rule construction which holds that any ambiguity found in insurance contracts must be construed strictly against the insurer" [3]. As a result in Kazakh-Western agreements, if there is any doubt on the meaning of expressions, it is advisable to rephrase this expression or attract a scholar.

Stage 2.2 of II level is aimed and defined as the "organizational planning stage of the ICAN frame" and provides the development of a model, structure, strategy of "international negotiations on ICAN type and represents the composition of the concepts which included in the concept-sphere of "ICAN organization":

Production examination	-	Expert license
Quality evaluation	-	Quality examination
Product insurance	-	International legal aspect
Payment terms	-	A letter of credit or an irrevocable l/c
Delivery/acceptance terms	-	Acceptance standards, quality warranty
Force majeure situations	-	International court

According to its aim as organizational planning stage of the ICAN, the propositional chain of this stage can be presented as follows: production export (international legal requirements) / expert license quality evaluation (international trade mark) (expert quality evaluation (certificate)) product insurance / international legal document payment terms / l/c, credit, bank account delivery/acceptance terms / standard documentation on delivery/acceptance terms force majeure situations / international court.

Stage 2.3 of II level ICAN provides the process of negotiations and is defined as: process-effective stage of the ICAN frame regulates the "stereotypes" of the situation and its cognitive representing adequacy through the composition of providing concepts of this concept-sphere (process-effective) and includes the following (perhaps) repetitive concepts, but in the absence of full regulation, predictability, "communicative expectations" and a strategic forecast, the repetition of the concepts assumes the possibility of a second discussion of "approval", "amendments", etc. during negotiations.

Accordingly, taking into account the preliminary interpretation and removal of possible "linguocultural" conceptual-based risks, discrepancies in communicative strategies at the level of "educational planning of ICAN", the process-effective stage and its concept-sphere is represented by the following composition of concepts:

«Relationships»	-	Cooperative business
«Strategy» of negotiations	-	«Agreed» to the result
Target motivation	-	Mutual benefit
Model of interactive process	-	«Success» of negotiations
Terms of mobile interaction	-	Electronic negotiations
Technical examination of equipment	-	Mutual technical-expertise conclusion
Terms of equipment warranty	-	International technical certification

4. *The Propositional Component in the Interconnection of its Concepts. The relationship and interaction of partners in the commercial agreement is predetermined by the common aim, the parties' interest in the success of negotiations. Accordingly, the communicative strategy is "intentional", positively affecting, trusting, but detailed "negotiating" all issues of the international trade-production transaction" (equipment production, quality, delivery, installation, launching, etc.).*

Analysis of the texts of business correspondence in Kazakh and English languages persuades in the need to consider them as phenomena with their complexity, the availability of special linguistic and extra linguistic features, and to research from the

perspective of social-cognitive and communicative-pragmatic approaches. In addition, it is necessary to interpret the national and cultural specific features of the studied object.

4.1 Discussion of Stages 2 and 3 of II Level. Meanwhile, both for the English and Kazakh languages in business correspondence, performing 2 and 3 stages of II level, there are also universal signs, such as:

- frequent use of phraseological combinations which have the nature of clichés, for example:

- ▶ on the occasion of – егерде, мынандай жағдайда;
- ▶ by the decision of – шешімімен, қабылданған шешімге байланысты;
- ▶ in reply to – жауап ретінде, жауап берерде;
- ▶ in a statement of – берілген ұсыныста, ұсыныс бойынша;
- ▶ with reference to – байланысты;
- ▶ to draw the conclusion – қорыта келе;
- ▶ to attach the importance – мән бере отырып, маңыздылығын айқындай/анықтай келе;
- ▶ to take into account/taking into consideration – ескере отырып, басшылыққа ала отырып.

- there are certain similarities at the compositional-structural level. It can be evidenced by the presence of common functional semantic blocks, which are usual in the practice of modern business correspondence. The basis for the application of marketing strategies by the authors of the texts of business correspondence underlies the dynamic development of the market economy and mass production.

Nevertheless, despite the existence of common and universal structural parameters, there can be deviations in the logic of constructing business text from a generally accepted sample in terms of the frequency of use of a certain functional block in practice, which is due to the mobility of the position of these blocks, individual preferences and belonging of the authors of business texts to a certain business culture, general traditions of compiling business correspondence in a business company, etc. Moreover, the modern business correspondence is undergoing significant changes, developing and mastering its individual style, peculiar for a certain social-cultural context. Hence, the emergence of specific functional blocks in the general compositional structure of business correspondence.

4.2 Specifics of Kazakh Business Correspondence. Business correspondence appears to be integral element of the business ICAN. As argued by Frascogna and Hetherington, “well-prepared correspondence is a vital aspect of the bargaining process that can be used to sway the flow of negotiation without emotionally upsetting your opponent” [4]. Specific characteristics of Kazakh business correspondence during the II level of negotiations (organizational planning stage of the ICAN frame on interaction with partners via email and agreeing the strategy, model, structure, etc. of negotiations) are noted:

- the excessive detailing of terms on the international legal obligation in the Kazakh business correspondence, the strict adherence to terminological definitions of the terminological register that are universal and common in business practice. The explanation of such excessive adherence to the terminological argumentation of each position can be explained by the small experience of Kazakhstani business on entering into the international system of business interaction and taken precautions.

- detailed elaboration refers to the frequent use of the method of a demonstration of belonging to a common group in Kazakhstan business correspondence, collective nature by occupation and community of interests in business interaction by specifically addressing the addressee as a member of one group or community.

It is notable that almost all authors of commercial proposals in both English and Kazakh language follow the general style in order to attract the attention of potential customers, greatly noting their competitive advantages and the strengths of their

company. At the same time, business correspondence in English is flexible and diverse in the presentation of various bonuses, promotions and special prices. And such functional unit as "Request for Response" is absent in more than half of business letters in Kazakh language.

The following specific, linguocultural grounded features of business correspondence for the II level of the ICAN frame of its 2.1; 2.2 steps for the Kazakh-speaking business interaction is typical:

- the use of passive voice and reflexive verbs give business correspondence even more formal and restrained tone.

- the method of "defocusing", which aims at the exclusion of the addressee from the focus of attention in general, is used in "high-context cultures" and "high power distances" according to the classification of G. Hofstede [5].

- in cases, where the social status of the addressant is higher than the addressee's status, impersonal constructions of business messages, especially requests in business correspondence, become widespread. This method is actively used by Kazakh-speaking business people.

Consequently, in many cases, the socio-cultural basis of the Kazakh traditional culture predetermines the prevailing in the business correspondence of an international contextual nature, even in spite of a long period of interaction of future partners-participants of the negotiations:

- first, the preservation of the stressed officiality and statuses in appeals through business correspondence;

- second, the presence of standard high evaluation formulas of mentioning, effective activity of the partner's organization, which is a manifestation of the interest of Kazakhstani businesspeople in long-term, reliable and close business contacts, whereas for example, with the same motivation and interest, an American businessman in international, long-term and reliable contacts with a certain prospective partner, in the texts of their pre-contractual or during the negotiation interactions are characterized by specific forms of expression of trust, confidence and sustainability of their business contacts, which are expressed in the appealing by name, focusing to a partner's personality, his individual interests, habits, to his family, etc., which is important elements of the business correspondence, and also one of the features of linguocultural national American tradition.

5. Conclusions. It is obvious that specific cases of manifestation of social-cognitive and communicative-pragmatic features in the language, in particular, in written business discourse and business correspondence as its special genre, enrich the notion of the national and cultural specific features of business correspondence.

The specific features of the business correspondence texts are most clearly manifested in a special compositional structural model of business texts, communicative intentions of business communicants, the implementation of discursive strategies and tactics, the ways and nature of the impact on the addressee, the socio-cultural context and in the manifestation of axiological aspects in the implementation of social cognitions.

National and cultural differences in business communication in Kazakh and English are due to the cognitive basis of communicants, the cultural tradition and behavioral tactics adopted in the considering communities.

Literature:

1. Fox W.F. *International commercial agreements: A primer on drafting, negotiating, and resolving disputes.* – Frederick: Kluwer law international, 2009. – 407p.

2. Benoliel M. *Negotiation excellence: Successful deal making.* – London: World Scientific, 2014. – 437 p.

3. Miller D.S. *Insurance as Contract: The Argument for Abandoning the Ambiguity Doctrine* // *Columbia Law Review*. – 1988. – №88(8). – P. 1849-1872.
4. Frascogna X.M., Hetherington H.L. *The lawyer's guide to negotiation*. – Chicago: American Bar Association, 2009. – 237 p.
5. Hofstede G. *Dimensionalizing cultures: The Hofstede model in context* // *Online readings in psychology and culture*. – 2011. – №2(1). – P. 8.

Карибаева Б.Е., Кунанбаева С.С.

Сравнительный функциональный и прагматический анализ «Бизнес-коммуникации» основных типов языков (англо-казахские эквиваленты) общения в международном взаимодействии

Данная статья направлена на изучение универсальных и специфических характеристик и особенностей «бизнес-коммуникации» как современного международно-значимого аспекта бизнес-взаимодействия, что обуславливает необходимость сравнительного изучения международно-принятого коммерческо-коммуникативного типа бизнес-общности с проекцией на выявление возможных лингвокультурологических предпочтений и несоответствий казахских форм бизнес-коммуникаций международно-принятым с целью прогнозирования и нейтрализации рисков в бизнес-коммуникации.

Ключевые слова: Бизнес-коммуникации, мета-концепт, межкультурная коммуникация, стереотипные деловые переговоры.

Карибаева Б.Е., Кунанбаева С.С.

Халықаралық ықпалдастықта қарым-қатынас құратын тілдердің (ағылшын-қазақ эквиваленттері) «бизнес-коммуникациясының» салыстырмалы функционалдық және прагматикалық талдауы

Бұл - бизнес-өзара әрекеттің заманауи халықаралық маңызы бар аспект ретінде, бизнес-қарым-қатынастың жан-жақты және спецификалық сипаттарын, ерекшеліктерін зерттеуге бағытталған мақала. Сонымен қатар, бизнес-қарым-қатынастағы қауіпті болжау мен бейтараптандыру мақсатында, қазақ бизнес-қарым-қатынасы формаларының халықаралық нормаларға қайшы жерлері мен лингвомәдени артықшылықтарды анықтау жобасын халықаралық нормаға сай бизнес-қауымның коммерциялық қарым-қатынас түрлерін салыстырмалы жолмен зерттеу қажет екендігін көрсетеді.

Тірек сөздер: Бизнес-қатынас, мета-концепт, мәдениетаралық қарым-қатынас, стереотиптік бизнес келіссөздер.
