



Т. С. Шишкина

**АНГЛИЙСКИЙ ЯЗЫК
ДЕЛОВОГО ОБЩЕНИЯ
КАК ЛИНГВИСТИЧЕСКОЕ
ЯВЛЕНИЕ**

**ENGLISH
OF BUSINESS COMMUNICATION
AS LINGUISTIC PHENOMENON**



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Учебник предназначен для студентов бакалавриата, магистратуры и всех изучающих проблемы бизнес-коммуникаций и бизнес-среды, корпоративных и массовых коммуникаций.

Содержит изложение принципов делового общения, базирующихся на объединении научной и практической проблематики таких дисциплин, как лингвистика, паралингвистика, риторика, психология, этика, логика, менеджмент. Анализируются проблемы эффективности коммуникаций и менеджмента бизнес-коммуникаций, организации делового взаимодействия, этики и культуры делового общения.

Учебник учит преодолевать барьеры в общении, искусно вести деловой разговор, переговоры, совещания, убеждать, не позволять собеседнику манипулировать собой, успешно выступать перед аудиторией. Может быть использован как для аудиторных занятий, так и для самостоятельной работы.

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ПРЕДИСЛОВИЕ

Деловое общение – это самый массовый вид социального общения. Оно представляет собой сферу коммерческих и административно-правовых, экономико-правовых и дипломатических отношений.

Новые экономические и социальные условия побудили к коммерческой и организаторской деятельности широкие массы населения. Это обстоятельство выдвинуло на первый план необходимость обучения языковым формам делового общения, необходимость повышения лингвистической компетентности лиц, вступающих в социально-правовые отношения, руководящих действиями людей. Лингвистическая компетентность становится в рыночных условиях непременным компонентом общепрофессиональной подготовки менеджеров, муниципальных служащих, референтов, руководителей всех уровней.

Основной целью учебника **«Английский язык делового общения как лингвистическое явление»** является формирование у студентов навыков владения культурой общественного и межличностного диалога в многонациональном и поликонфессиональном обществе, соблюдение принципов и норм толерантного отношения к носителям иных этнокультурных традиций. В учебнике рассматриваются связи и взаимодействия языка и культуры, процессы соприкосновения разных культур, находящих отражение в лексических заимствованиях (на примере английского языка); использование языка в коммуникативных целях, и в частности речевое поведение как процесс выбора оптимального варианта для построения социально корректного высказывания.

Предлагаемый учебник посвящен культуре речи делового общения, различным ее аспектам. В нем всесторонне рассматриваются особенности деловой устной речи, даны образцы практически всех жанров делового общения, рекомендации, контрольные вопросы и практические задания.

Учебник состоит из 7 модулей, охватывающих тематику: «Язык делового общения в социальном и культурном аспектах», «Лингвистические особенности бизнес коммуникации на английском языке», «Этикет делового общения по телефону», «Стратегии и тактики ведения переговоров на английском языке», «Невербальное поведение и

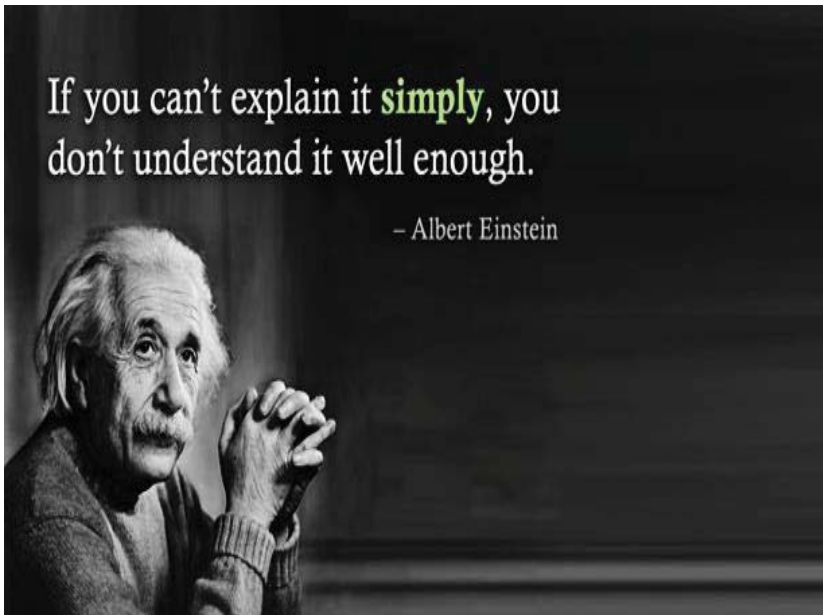
невербальные средства общения в деловых отношениях», «Техника активного слушания. Искусство задавать вопросы», «Лингва-прагматические особенности коммуникативных стратегий и манипуляционных тактик».

Каждый модуль включает разделы: основные понятия; предтекстовые задания для освоения тематической, лексической составляющей модуля; послетекстовые задания для определения того, достигнута ли цель чтения на соответствующем уровне понимания; тест (Test yourself) для проверки степени усвоения пройденного материала; практические задания.

Данный учебник предполагает научно-исследовательскую практику, которая имеет целью расширение профессиональных знаний, полученных студентами в процессе обучения.

MODULE 1

COMMUNICATION IN BUSINESS SOCIALISING AND CULTURAL ISSUES



Communication leads to community, that is, to understanding, intimacy and mutual valuing”

Rollo May

1.1.Main Concepts

BUSINESS COMMUNICATION

SUCCESS FACTORS

- **Thorough preparation**
- **Dressing sense and Appearance**
- **Establishing Rapport**
- **Body language**
- **Answer questions confidently**
- **Be prepared to ask the the interviewer a few questions towards the end of the interview**



To communicate with others, to convince and to find the compromise, to listen and speak - those are what the life consists of and the business life especially. Without those important skills no success may be reached, and people gain these skills and improve them during their whole life.

Communication is one of the subjects we apply to our life not once, and studying interpersonal skills maybe the most interesting occupation. Nobody can remain indifferent to the relations between people, their behaviour and their individuality. It is no matter who you are - the manager of giant corporation or, let's say, a low-paid employee in a small office - if you are involved into some kind of business activity and have some goals and wishes - you are compelled to have a deal with others, without possibility to stand out from the communication.

Surely, some of the basic communication skills we learn in childhood. But it is a common mistake to consider them stable and sufficient. To make a progress in communication skills means to succeed. That is why to prepare for a hard task to be managers we must estimate our present abilities, and then compare them with those necessary to achieve desired result. Even having a high opinion of your own communication level you would better seek for the plenty of self-confidence. (It is not so bad but there is always a room for improvement).

Social language skills enable you to talk comfortably to people about non-business topics, for example when you first meet, during meals, before meetings and when you are parting. A lot of business is done outside the boardroom, so it is important to be able to function effectively in social situations. Obviously, you can't plan for every occasion, or for all the varieties of language you will encounter. However, you can do a lot to prepare yourself to be a good socialize in English. Start by looking at these two points:

- cultural diversity
- social language

Cultural diversity

Cultural diversity is the variety of human societies or cultures in a specific region, or in the world as a whole. The term is also sometimes used to refer to multiculturalism within an organization. As well as the more obvious cultural differences that exist between people, such as language, dress and traditions, there are also significant variations in the way societies organize themselves, in their shared conception of morality, and in the ways they interact with their environment. There are differences in race, ethnicity, language, nationality, or religion among various groups within a community, organization, or nation.

Cultural diversity is the mosaic of individuals and groups with varying backgrounds, experiences, styles, perceptions, values and beliefs.

Social language

A discussion of language in social context is focused on a language acquisition and language learning, significance of language in a community, and relation of language and society. The language acquisition is differentiated from the language learning. The former is unconsciously conducted by a language user, whereas the latter is consciously conducted by a language user. The significance of language in a community is viewed from the viewpoint of its importance in a community; and it is discussed in relation to the three inseparable elements in a community: human being, community, and language

Human Beings and Language

Man is a social being who always needs another's help. It is hardly imagined that he is able to live alone in a forest without being accompanied by another. In reality, he lives together and cooperates between one and another. Thus, we may agree that human being is a social creature because he has to live in a community.

In the effort to fulfill his daily need, he has to work together between one and another. This cooperation can only be conducted in a community. When he needs rice, for instance, he is not necessary to plant in a field by himself. Rice planting is the farmers' business. Someone who needs rice, he can buy it.

Based on the example above, we have a clear picture that all the members of a community need help from one to another. They cannot live alone and try to fulfill their daily need such as food and clothes by themselves. This is to say that they need working together.

The cooperation among the members of a social group will run well if such means of communication as *language* is used. By using a language man can express his ideas and wishes to other people when he needs their help. There will be a close cooperation among members of the group.

The three elements mentioned above; human beings, community, and language are closely related to each other. When there are human beings in any part of the world, there will be a social community in which the same members of the group use a given language as a means of communication. The existence of a language for the community is very important. This is because, in reality, men as social beings always live in a community and need a language as a means of interaction among them.

In the social context, language is not only a means of communication but also it is a means of creating and maintaining social relationship among speakers of the language. As an illustration, let's take an example when there are two persons in the waiting room of railway station. At first, they do not know each other. They, then, begin to make a talk to avoid their boredom. They talk many things. They give information to one and another. This is the function of the language as a means of communication and at the same time as a means of creating social relationship.

If they are from different social and geographical backgrounds, they will use different dialects. Here, we have what we call social dialect and geographical dialect (Trudgill, 1983:14). For instance, if one of them is someone speaking Indonesian language, who is from North Sumatra, will probably use Indonesian language with a certain accent spoken by people from that part of the country; and the other will probably use the other dialect (Betawi dialect) if he is from Betawi.

Other than the regional dialect, there is a social dialect. This kind of dialect refers to a variety of language spoken by a group of people belonging to a certain social class (Trudgill, 1983:14). For instance, if someone is a middle-class businessman, he will use the variety of language associated with men of this type.

Based on an illustration, a language may have some varieties. In fact, a language itself can be categorized as one of varieties of whatever human languages. So, it can be said that language varieties may refer to: (a) two or more distinct languages used in a community, (b) distinct varieties of one language, and (c) distinct speech levels of one language.

The facts show that there are more than one language existing and being used in a given speech community. A situation in which there are, at least, two languages are used is known as a diglossic situation; a person having mastery of two languages and using them alternately is known as a bilingual speaker; and the mastery of two (or more) languages by the individual speaker is known as *bilingualism*.

People may use different pronunciation, vocabulary, grammar, or styles of a language for different purposes. They may use different dialects of a language in different contexts. In some communities they will select different languages according to the situation and according to the persons to whom they speak; they may use distinct speech levels.

Troike and Blackwell (1986) state that the means of communication used in a community may include different languages, different regional and social dialects of one or more languages, different register, and different channels of communication (oral or written).

Furthermore, Troike and Blackwell explain it in a more detailed description and state that the language use is related to the social organization of the group, which is likely to include differences in age, sex, and social status, as well as differences in the relationship between speakers, their goal of interaction, and the setting in which communication takes place. The communicative repertoire (linguistic repertoire) may also include different occupational code, specialized religious language, secret codes or various kinds, imitative speech, whistle or drum of language, and varieties used for talking to foreigners, young children, and pets (Troike & Blackwell, 1986 : 51).

1.2. Language in Social Context

A society can be seen from its physical environment. Our view of physical environment may be conditioned by our language. In this relation, it can be explained that the physical environment in which a society lives can be reflected in its language, normally in the structure of its lexicon (the way in which distinctions are made by means of single words). For instance, English has only one word for *snow*, but Eskimo has several. For English people, it is not necessary to make distinction of *snow* because their physical environment of

society does not enable it; there is only kind of *snow* in the society. For Eskimos, it is essential to distinguish one kind of snow from another in individual words. Their physical environment ‘forces’ them to make some names of *snow* (Trudgill, 1983:26)

English people have only one word for *rice* to refer what the Javanese people call as *pari, gabah, beras, dan, sega*. This is because both speaking communities have different interests. It is obvious that for the Javanese people it is necessary to create different vocabularies mentioned above.

Other than the physical environment, the social environment can also be reflected in language, and can often have an effect on the structure of the vocabulary (Trudgill, 1983:27). For example, a society’s kinship system is generally reflected in its kinship vocabulary. We can say that kin relationship in Banjare society is important so that there are many kinship vocabulary, such as *muyang, muning, waring, anggah, datu, kai, abah, anak, cucu, buyut, intah, cicit, muning dan muyang*. Besides, there are some words such as: *uma, julak, gulu, paman, and acil*. Also, there are some words such as: *ading, laki, bini, ipar, marui dan warang* (Suryadikara, 1989).

A language is used by a man as a means of communication in his effort to interact one with another. In reality, he is not free from rules of using language agreed by speech communities in which he lives and interact with the other members of the community in accordance with the values and the other cultural aspects. The values of a society, for instance, can have an effect on its language. The most interesting way in which this happens is through the phenomenon known as taboo. Taboo can be characterized as being concerned with behaviour which is believed to be supernaturally forbidden, or regarded as immoral or improper; it deals with behaviour which is prohibited.

In addition to knowing the right language to use, it is also important to appreciate cultural differences when dealing with people from other countries. Here are some comments and suggestions to consider on this aspect of business communication.

When developing the social side of a business relationship you should be able to talk about your own country, and be informed about your client’s or foreign countries. It is useful to have some knowledge of the following:

- political and economic background
- main religions and their influence on the state
- regional differences
- social background e.g. role of women, education
- major companies
- the sector your company operates in

NOTE:

Think carefully before introducing topics which may be sensitive e.g. politics, recent history, religion. This does not mean that you should never discuss these subjects, only that you should be aware of their importance in other societies. Observe, ask questions subtly, and learn.

Task 1. Answer the following questions:

1. Explain why English-Speaking people only have one word (rice) to refer what Javanese people call *pari, gabah, beras, sego, etc.*
2. Explain why Banjare-Speaking people only have some words to refer what Javanese people call as *perahu*.
3. Mention vocabularies of English-speaking communities showing their kinship system.
4. Find out some tabooed words both in English and in your own language.

NOTE:

Keep in mind the following useful phrases and intercultural tips

Welcoming visitors to your company	
Welcoming a visitor	Talking about the offices and company
Welcome to [company name].	It's a lovely space/a very nice location

<p>Did you have any trouble finding us?</p> <p>Hello, [name]. Nice to see you again</p> <p>You can leave your things here/in my office/at the reception desk.</p> <p>I'll take you around to meet the team.</p>	<p>The reception area looks very nice</p> <p>Have you been in this location long?</p> <p>How many people work here?</p> <p>How long has the company been around?</p>
<p>Offering hospitality</p> <p>Would you like something to drink? Can I get you a drink?</p> <p>How would you like that? Milk/Cream (AE)? Sugar?</p> <p>Here you are</p> <p>Please help yourself to the biscuits/cookies (AE)</p>	<p>Accepting hospitality</p> <p>A cup of coffee. / Some water would be nice.</p> <p>Just black / With milk and sugar, please.</p> <p>Thank you/ Thanks.</p> <p>Yes, please, that would be nice. I'll have a coffee.</p>
<p><i>Try to avoid these common mistakes:</i></p> <p><i>Welcome in our company.</i> <i>Welcome to our company</i></p> <p><i>Are you in this location long?</i> <i>Have you been in this location long?</i></p> <p><i>We are fifty employees.</i> <i>There are fifty employees.</i></p> <p><i>Please. (when you give smb. sth.)</i> <i>Here you are</i></p> <p><i>Please. (when smb. thanks you)</i> <i>You're welcome./Not at all</i></p>	
<p style="text-align: center;">Invitations</p> <p>If you are a guest you may be invited to meals and for drinks, and perhaps to take part in other activities such as trips to the theatres, playing golf, or visiting public buildings. If you are receiving guests you may want to invite</p>	

them to do some of these things.

Inviting

Would you like to come out for dinner tonight?

go to the theatre one evening this week?

come to my house for dinner tomorrow evening?

How about meeting for a drink later?

I'm going for dinner. Would you like to join me?

Accepting an invitation

Yes, I'd like that very much

Yes, I'd love to. Thank you.

I'd be delighted.

That sounds good.

Declining an invitation

I'm afraid I can't make it tonight, but thank you.

I'm sorry but (+reason) I'd like to but (+ reason)

Possible reasons:

I have another engagement

I have an early flight tomorrow

I've got some work to do

Giving gifts

I've brought you something from (your own country)

This is for you

I'd like you to have this. I hope you like it.

Response

Thank you very much. This is very kind of you.

NOTE: *If you are invited to someone's house for a meal it is usual to take a small gift, though the type of gift varies from one country to another. In the UK, for example, you could take a bottle of wine, a box of chocolate, some flowers, or a gift from your own country. Note, however, that in some countries it is not polite to open a gift immediately, while in others it is usual. If you are aware of the customs of the country you are visiting, you will not cause offence or be offended.*

Keeping a conversation going

Sometimes it can be difficult to keep a conversation going, especially if your conversation partner is not very good at socializing. Here are some tips for avoiding awkward silences:

- When someone asks you a question, usually it is because they are genuinely interested, so don't just give a simple answer. Give some extra information and/or ask another question in return.

A. How long have you been working here?

B. About three years. Before that I was actually working for the competition. What about you? How long have you been with your company?

- If someone offers 'extra' information when answering your question, ask another follow-up question:

A. This is a great restaurant. Do you come here often?

B. Oh yes. I was here last week actually.

A. Oh really? Was that for business or pleasure?

- If the conversation 'dies', you can start a new topic by referring to or asking about something that was said earlier: *So, are you married, Marco? You mentioned your mother-in-law earlier. You were saying earlier that you spent some time in Africa.*

Moving from small talk to business

There is normally a period of small talk at the beginning of a meeting. How long the small talk lasts depends on the culture – it can be as little as 5

minutes or as long as 20 minutes. At some point, the person who is in charge of the meeting should signal that it's time to start talking about business. Normally there will be a short pause in the conversation, then he/she will say something like:

*Well, I suppose we should make a start. So, shall we get down to business?
Right, let's make a start, shall we?*

Ending a conversation politely

Sometimes it can be difficult to end a conversation politely. Here are some tips for getting away from people without being rude.

- Exchange business cards (this is often a signal you want to end the conversation):

Anyway, let me give you my card.

Listen, do you have a card?

- Say you have to leave because of another commitment, e. g. another meeting:
- Say you've seen someone you want to talk to:

Listen, I've just seen Chris over there. Excuse me a moment, I really need to catch him.

Native speakers often use words like 'so', 'right then' and 'OK' (often with the person's name) to signal that they are ready to finish the conversation.

The sentence 'It was nice talking to you' is a very clear signal that the person wants to move on.

1.3. Introducing and Greeting People

NOTE: *Intonation is more important for communication than correct pronunciation of individual sounds. The same phrase may have very different meanings depending on how you say it.*

Compare:

1. Thank you very ***much***: the speaker is grateful for what you've done or given him/her.

2. Thank you *very* much: the speaker is truly grateful for what you've done or given him/her.

3. In polite refusals we might say: Thank you *very much*, but I'd rather not.

formal	<p style="text-align: right;">↘</p> <p>Ms. Smith, (rising intonation) let me introduce Mr. Jones.(falling intonation) may I introduce Mr. Jones</p> <p>Ms. Blake: How do you do? (falling intonation)</p> <p>Mr. Jones: 'How do you do? (falling)'Pleased to meet you.(falling)</p> <p style="text-align: center;">OR</p> <p style="text-align: center;">↘</p> <p>A: 'Let me introduce myself. I am 'John Thompson. B: 'How do you do? (falling) I am 'Kate Martin. (falling) </p> <p>A: 'How do you do?(falling)</p>
neutral	<p>A: Jane, 'meet 'Helen Smith. (rising intonation)</p> <p>B: Hello, Helen. 'Nice / 'pleased to meet you. (falling)</p>
informal	<p>A: Hi, I am Jack. (falling)</p> <p>B: Hi, I am Alex. (falling)</p>

Compare:

1. A: 'How are **you**? || (falling) B: I am **fine**, (rising) thank you. || And **you**?

2. A: 'How are **things**? (rising)

B: 'Fine, (rising) **thanks**. || 'What about **you**? (falling)

A: Fine. / Not **too bad** (falling)

Task 1. Make up dialogues suitable for the following situations:

1. Bill Clinton and Hillary Rodham met in Yale law library: they were staring at each other until Hillary broke the silent flirtation and marched over to Bill.

Hillary:

Bill:

2. At a diplomatic reception. The Russian ambassador introduces the new attaché, Boris Ivanov, to the guests, the British attaché, Mr. Hewitt-Packard and his wife Joanne, among them.

Russian Ambassador:

British Attaché:

3. At a business lunch. Mr. Bean, a businessman interested in exporting snow from Alaska, meets a Russian official from the Ministry for Foreign Economic Relations Mr. Razin. Mr. Bean's business partner Ms. Shilova is to perform the introduction
4. At Sheremetyevo airport. Natalia Gromova, an official from the Ministry of Culture, meets a UNESCO delegation (Ms. Seymour, head of the delegation, Ms. O'Connor, Mr. McPherson).
5. (At the table, etc): You are asked to pass something. Your answer: Here you are. (American: there you are).
6. Somebody says "thank you" for your service, etc. Your answer: You are welcome. 'Don't mention it.
'That's all right. My pleasure.
'Not at all.

Task 2. Practice saying the right thing.

1. **Hostess:** Would you like some tea/coffee/etc.?
Have some fruit/cake/etc.
2. Can you pass me the bread, please?
3. Thank you for helping me with the essay.
4. It worked just fine. Thanks a lot.
5. Thank you very much (indeed). It helped a lot.
6. Can you pass me the water, please?