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## ON THE ANALYSIS OF THE BUSINESS INTERNET-DISOURSE

*The article deals with the all-sided study of the business Internet-discourse overwhelming both the communicative and functional aspect of this phenomenon. The all-level actualization means are analyzed and the dominant features common for typologically distant languages are outlined.*

**Key words:** *business Internet-discourse, actualization means, dominant features, typologically distant languages.*

*Статтю присвячено всебічному дослідженню ділового Інтернет-дискурсу, включаючи комунікативний і функціональний аспекти цього феномену. У статті проаналізовано засоби актуалізації усіх рівнів та визначено домінантні риси, що є спільними для типологічно неспоріднених мов.*

**Ключові слова:** *діловий Інтернет-дискурс, засоби актуалізації, домінантні риси, типологічно неспоріднені мови.*

*Статья посвящена всестороннему исследованию делового Интернет-дискурса, включая коммуникативный и функциональный аспекты этого феномена. В статье проанализованы средства актуализации всех уровней и выделены доминантные черты, общие для типологически неродственных языков.*

**Ключевые слова:** *деловой Интернет-дискурс, средства актуализации, доминантные черты, типологически неродственные языки.*

The research is aimed at studying the business Internet-discourse in terms of its functioning as a unique communicative phenomenon with regards to its peculiar communicative strategies and techniques manifestation and systematization.

The *object* of the research is the informational Internet business messages discourse viewed as a variety of institutional Internet discourse. The *subject* of the research is formed by the linguistics parameters of the institutional discourse variety under investigation.

The *objective* of the research consists in defining the communicative specifics of the business Internet discourse on the basis of the informational Internet business messages by distinguishing its immanent communicative strategies, techniques and the means of their linguistic realization.

The immediate *tasks* of the research have been predetermined by the above-mentioned objective and may be formulated as follows:

1) to perform an overall analysis of the business Internet discourse and describe its discourse forming features;

2) to provide the grounding for the communicative peculiarity of this institutional discourse variety;

3) to distinguish communicative strategies and techniques peculiar for the institutional discourse variety under investigation;

4) to investigate the linguistic means of the discourse strategies and techniques realization;

5) to outline the typological and specific linguistic features of the contemporary business Internet discourse on the basis of the typologically distant languages.

The research was performed on the *basis* of the English and Ukrainian informational Internet messages audio files produced by the companies *Forbes, Dow Jones, MSNBC, TSN, "Era"*, presented in the multimedia format with extension *.avi, .mpg, .wav, .mov* (recordings dated from 2003 to 2015 years) with the general duration of 120 minutes.

The opposition *Text :: Discourse* is viewed in the following aspect: discourse is understood as the text interwoven with life or the text presented dynamically through the prism of certain events. Text is understood as the predominantly abstract and formal construct, discourse is interpreted as different ways of its actualization, viewed in the aspect of cognitive processes and their connection with the extralinguistic factors. The term "discourse" unlike the term "text" is not applied to the texts whose ties with the reality have been irretrievably ruined (e.g. ancient texts).

From the linguistic point of view discourse is often defined as a complex communicative phenomenon which presupposes the impact of extralinguistic factors on its production and perception.

The communicational aspect of the discourse is reflected in the focus on the extralinguistic factors influencing the communicative process both in the sphere of its production and perception. Discourse is widely investigated as the complex communicative unit with its unique structural and seman-

tic features. Its immanent peculiarities include cohesiveness and cohesion, fullness and independence of meaning which are realized linguistically by morphological forms and syntactic links. Inherent of discourse on all its levels is thematic, referential, eventual, temporal and local unity.

Discourse in the translational aspect is understood mainly as the speech practice, i.e. interactive activity of the communicants, the setting and maintenance of the contact, emotional and informational exchange, interaction and two-way influence, the interconnection of the variable communicative strategies and their verbal and non-verbal manifestations. Very important in this connection is the dependence on extralinguistic knowledge, views, intentions and aims of the definite speaker.

The understanding of the discourse as the text plunged in the communicative situation suggests its multidimensional nature. From the psycholinguistic point of view discourse is intriguing because of the possibility of switches from the inner code to the outer verbalization in the processes of speech generation and its interpretation with regards to the social-psychic types of language personalities and the role preferences. The linguostylistic discourse analysis is focused on distinguishing the speech registers, differentiating oral speech from the written one in all the genre varieties, studying functional communication parameters on the basis its units (the characteristics of the functional styles). The structural and linguistic discourse description presupposes its segmentation and is aimed at foregrounding the textual proper communication peculiarities — the sense and formal discourse coherence, the ways of topic switching, the modal restrictors (hedg-es), the large and small textual blocks, discourse polyphony understood as simultaneous communication on the different levels of the text depth.

Communication is essentially incomplete and inferential — it is impossible to say everything about anything at any point in time. To derive intended meaning from a spoken utterance or text, the hearer or reader needs to enrich or modify semantic representations of linguistic input (literal or prototype meanings) by using inferences based on context. This context, or background, is the space of possibilities that allows us to listen to both what is spoken and what is unspoken; and meaning is created in an active process whereby linguistic form triggers interpretation rather than conveying information. This space of possibilities forming the context of a text or utterance is a subset of the recipient's entire cognitive environment, selected on the basis of relevance. A person's cognitive environment includes information

that can be perceived externally, as well as knowledge stored in memory, and information deriving from previous utterances or texts. This latter aspect of the cognitive environment is referred to as intertextuality.

Intertextuality is essentially a mechanism through which a text refers backward (or forward) to previous (or future) texts, by alluding to, adapting, or otherwise invoking meanings expressed in those other texts. In order to retrieve the full range of intended meaning in a given text, readers need to be able to recognize and understand such intertextual references. Failure to do so will result in partial understanding, or incomplete retrieval of the intended meaning of the text concerned. The implications of this for translation are clear, since the potential for failure to recognize intertextual reference between languages and across cultures is likely to be considerably greater than within them, since such recognition requires social knowledge.

The prominent distinctive features of the discourse as the mental and speech phenomenon may be formulated as follows.

- The term “discourse” is close in sense to the concept “text”, but its distinctive feature is dynamic nature unlike the static nature of the text;

- discourse functional interpretation is close to its understanding as a certain communicative act, which presupposes the existence of the two dominant roles — of the speaker (author) and the addressee. However, the discourse distinctive feature is the presence of such important sense constituents as the chronotopes, the topicality and the rituality;

- there also exists the third perspective of discourse research — the study of the speech communication from the proper textual point of view. This is particularly relevant for the analysis of the deictics and the anaphoric and cataphoric links between the pronouns and the notional words;

- the interdisciplinary nature of the discourse studies is known as discourse analysis;

- discourse is characterized by the metalingual nature but like the lower language units it is guided by certain rules and norms;

- the dominant opposition in discourse classification is the differentiation of the oral and written discourse based on the opposition of the different channels of information distribution — the acoustic and the visual. Despite the fact that the written speech has been considered predominant through the long period of time it is the oral discourse that is the original and fundamental form of language existence, while the written discourse is of secondary nature. Most researchers also outline the mental discourse;

- the prevailing strategies in discourse translation are foreignization, domestication and explication;
- the key issue in adequate discourse translation are the preservation of the semantic invariant and the faithful pragmatics rendering alongside with the accuracy of natural and cultural background presentation;
- the typological discrepancies among the distant languages result in certain translation difficulties and problems which should be dealt with in accordance with the existing practice of the translation transformations techniques.

In the course of the research it has been concluded and experimentally and statistically proved that oral discourse is the predominant and original language form of existence while the written discourse is of secondary nature. It has also been postulated that the pragmatic and the expressive potential of the discourse shouldn't be underestimated especially in the aspect of its relevance in the successful communicative strategies realization. It has been also outlined that each type of the institutional discourse is characterized by its unique etiquette and a certain set of typological linguistic peculiarities which fact proves the relevance of the hypothesis of the existential nature of the discourse.

*The business Internet-discourse* is a complex phenomenon formed on the ground of the three discourse varieties: the network or Internet discourse (on the basis of its interactive nature and the multimedia and hypertext technologies wide use), informational or media discourse (on the basis of the periodic mass information distribution in accordance with the requirements for the mass media means, the prerequisites of the mediator and the certain technical environment) and business or commercial discourse (on the basis of topicality and lexis).

The typological immanent features of the discourse under analysis are as follows:

- in the technical aspect of the communicative process:
  - 1) the employment of a specific technical device for information distribution (PC with a cable or telephonic Internet plug-in);
  - 2) the use of an electronic signal as a channel of information distribution and perception by means of digital information stream;
- in the aspect of the communicative process functional features: timeliness, extension, universality, recurrence, virtual character of the communicative process, global scale, mediation;

- in the aspect of the communicants' interaction and their role features — interactive and distant character of the communication itself and the equal status of the speakers involved;

- in the aspect of the communication process general characteristics — according to the scale — group (“one sender and many recipients”), according to the type of address — retial, according to the form of presentation — written (hypertextual form) + oral (multimedia form — the presence of the audio-visual component); according to the means of information distribution — virtual.

Consequently, the following discourse forming features of the business Internet discourse may be outlined:

- the similarity of the business Internet discourse and Internet discourse proper features is manifest in the following: timeliness, extension, universality, recurrence, virtual and interactive character of the communicative process, global scale, distant character of the communication itself and the equal status of the speakers involved, technical mediation, extensive employment of the hypertextual and multimedia technologies, the possibility of archive information storing;

- the similarity of the business Internet discourse and media discourse proper is made prominent in the following: the regular and global character of distribution, up-to-datedness, high eventual density, the obligatory presence of the audience, intertextuality realized through the immediate use of the signs of different nature; diversity of Internet-messages genres, the personalized dialogical character of the communicative process, the creative approach to the information presentation, the high expressiveness of the anchorperson's speech, the wide use of speech strategies of the conversational style in the aspect of the grammatical as well as lexical and stylistic features;

- the similarity of the business Internet discourse and business discourse proper is characterized by the following aspects as the common topicality (general economic and stock activity), the likeness of the communicative strategies and techniques (compensational, rhetorical and organizational) and the type of the basic communicants' interaction (the status orientation of the discourse) and, as a result, the existence of the typological lexical, syntactical and stylistic features.

However, there have been distinguished the following specific peculiarities of the business Internet discourse as the unique mental and communicative phenomenon:

- the simultaneous professional and personal discourse orientation (due to the number of the participants it's mass but according to its content it's interpersonal professional communication);
- the integral character of the communicative strategies assortment (the combination of the business and media discourse strategies);
- the uniqueness of the status and role communicants' characteristics (the basic communicants — presenter of the informational Internet-messages; the professional who possesses information in the business field as well as a businessperson who is interested in this information);
- the creation of the optimal conditions for the successful process of the information acquisition and processing by the recipient.

The key communicative characteristics of the discourse under investigation have been outlined on the basis of the existing fundamentals of the discourse forming features of the institutional discourse after V. I. Karasyk: the presence of the typical participants, the definite time and place (the chronotope), the genre specification, the purpose and pragmatic orientation, the values, strategies, the precedent texts and discourse formulas.

According to the business Internet-discourse research results it has been concluded that all the above-mentioned discourse-forming features are present.

Thus, the stereotypical participants of this discourse variety are the presenter of the informational Internet-messages and the Internet-user, i.e. the professional who possesses information in the business field as well as a businessperson who is interested in this information. Each participant has their specific status role in the communicative process, but their interaction is characterized by the set of specific communicative features such as the equality, the interactive, universal, global and distant character. Another characteristic feature is the definiteness of the chronotope (the Internet-messages are broadcast regularly at fixed time on the websites *www.nbc.com*, *www.forbes.com*, *www.tsn.com*, *www.era.com*), the date and time of the issue is fixed in the name of the mediafiles. The common purpose of the informational messages is the provision of information in the sphere of business, the annual reports of business activity function as the precedent texts (the annual revenue reports, the annual stock reports etc.). As for the discourse formulas which are defined by V. I. Karasyk as certain functionally determined constructions, characteristic of certain social institutions [3, p.209], they are similar to the media proper dis-

course formulas due to the semantic and functional similarity of these two institutional discourses.

The outlined specificity of the certain discourse parameters has resulted in the conclusion of the communicative uniqueness of the business Internet-discourse under investigation in comparison with the other types of the institutional discourse.

In the course of the complex research the detailed analysis of the communicative strategies and techniques has also been performed. The latter have been studied as the author's intentions of the different communicative scale. The communicative strategy is correlated with the main purpose of communication, being formed on the basis of the addresser's main communicative intention, it represents the combination of the speech actions, aimed at the achievement of the discourse general communicative purpose and realized through the employment of a set of communicative techniques. The communicative technique is defined as a set of practical actions in the real process of the communicative interaction, which allow to achieve the defined purpose in particular situations, favor the realization of a definite communicative strategy. The techniques realization means in verbal communication as speech means of different language levels.

1. The contemporary business Internet-discourse is a unique communicative and pragmatic phenomenon. Its condition in the mediasphere is predetermined by the society's demand for the cognitive information acquisition and the peculiarities of this discourse type functioning.

2. The uniqueness of the business Internet-discourse is determined by the interaction of the following discourse features: the addressers' expectation of the professionally oriented interactive educational equal communication with the audience, the informational business Internet-messages genre specification, the subject-subject positions of the communicants, the communicative strategies and techniques assortment and the peculiarities of their functioning.

3. The strategic orientation of the discourse type under investigation is on the crossroads of the key tasks of the mass media (provision of information, enlightenment, entertainment) and the educational goals (knowledge, education and culture distribution).

4. The educational and cognitive addresser's intentions in the business Internet-discourse are realized in the domain of the information technologies by means of the two key communicative strategies (the strategy of edu-

cating and the strategy of forming the audience's cognitive activity) through the use of such communicative techniques as: the allusion to the reliable source of information, the distribution of cognitive information, the communicative equality of speech, the attraction of the audience's attention.

5. The effectiveness of the communicative strategies and techniques realization typical of the business Internet-discourse is provided by the employment of the verbalized linguistic means of different levels: phonetic, lexical and grammatical.

The scope of the means of the cognitive, emotional and evaluation information distribution is rather wide and it includes the following components: the cohesion means, providing the discourse cohesiveness; the actualization means of different levels; the quotations, the direct and indirect allusions in the function of intertextual links; the means which increase the information density of the messages and the objectiveness of the subjective and logical information presentation (special professional economic and scientific terminological units, abbreviations, shortenings, names of organizations, anthroponyms, precise lexis); means, which provide for the dynamic character of the messages and function as manifestations of the genre and functional-stylistic peculiarities (the Passive Voice forms, non-finite verbal forms, Present tense finite verbal forms, lexicalized plural noun forms, the Comparative and Superlative degrees adjective forms on the morphological level; impersonal and indefinitely personal two-part finite clauses, structures of secondary predication, structures of Complex Subject, Complex Object and formal subject on the syntactical level. As far as the functional and stylistic orientation is concerned the discourse under investigation possesses features of the normative written literary speech, although there occur numerous deviations to the conversational style both on the lexical and grammatical level.

The specific features of the informational business Internet-messages illustrating the uniqueness of the business Internet-discourse on all the linguistic levels are the following: the considerable amount of terms, words of the semantic field "economy", proper names, international and pseudo-international units in comparison with the widely used common lexis on the lexical level; the prevalence of the notional parts of speech over the form words, nominative units over the verbal ones, non-finite verbal forms (the Infinitive, the Participle, the Dieprykmetnyk, the Gerund) over the finite personal ones, the Present tense forms over the Past and Future tense forms,

the Passive Voice forms and the verbal forms with the suffixes *-ся*, *-сь* over the Active Voice forms. The commonness and semantic value of these linguistic elements allows to treat them as the textual markers, which mirror the uniqueness of the business Internet-discourse under investigation and result in the realization of the main communicative strategies and techniques characteristic of this institutional type of discourse.

It also should be taken into account that stereotype speech formulas and means of emotional and evaluative modality are widely used, which is due to the manipulation function realization consisting in the addresser's attraction and further involvement into the communicative process. The following linguistic means of the above mentioned function realization should be enumerated: conversational vocabulary, periphrastic words and word combinations, titles like *Miss*, *Mrs*, *Ms*, *Mr*, *Sir*, *Madam*, *Messrs*, *Пан*, *Пані*, *Панове*; the lexical units with the emotional and evaluative connotations of approval, sympathy, encouragement, consent etc; the stylistically marked words, phraseological units, stylistic means of different levels (epithets, metaphors, metonymies, irony, simile, rhetorical questions, inversion and the like). All the above mentioned language units are used to realize the communicative strategies of metaphorization and are aimed at forming positive attitude to the information provided and its presenters or carriers.

The phonetic means of representation on the segmental and suprasegmental levels should be singled out (on the segmental level it's the division into syllables, the alteration of the stressed and unstressed syllables, the use of the proclitics and enclitics, the phenomenon of the phonetic adaptation in the roots and affixes of the loan lexemes; on the suprasegmental level — the value of the total acoustic energy, intensity and duration of sound, the use of specific melodic patterns, hesitation pauses). The general characteristic trait of the discourse under investigation is the complex interaction of the linguistic means of different levels aimed at realizing the main communicative strategies and techniques of the business Internet-discourse and thus enforcing the total communicative and pragmatic effect as well as providing for the successful communication.

The perspective is seen in the more detailed research of the typological common features and specific linguistic peculiarities of the contemporary business Internet-discourse on the basis of the typologically distant Germanic and Slavic languages.

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