

It should not go unmentioned that stabilisation of society is not possible without women entrepreneurship.

Women in business bring diversity in the market and different approaches to doing business. The creation of women's businesses also leads to a reduction in unemployment rates and social tensions in society. Over the past decades, women's role in the public, economic and political spheres has changed significantly, becoming more active and significant.

But despite this progress, challenges remain.

Despite their successes, women in international business face significant challenges. According to a study by BSG (Boston Consulting Group), women-led companies generate higher returns – more than twice the return of male-led companies for every dollar invested. However, startups run by women receive significantly less funding.

As for the situation in the Republic of Belarus, the Minister of Economy emphasised that every third entrepreneur is a woman. The percentage of women's involvement in entrepreneurship in Belarus is 36.4 per cent.

Gender bias, limited access to funding and underrepresentation in leadership positions are just some of the challenges they face.

Thus, supporting women's entrepreneurship contributes to breaking down gender stereotypes and removing barriers faced by women in business. This in turn contributes to social justice and equality, a key aspect of a stable society.

As more women break down barriers and assume leadership positions, their contributions will continue to shape the global business landscape. Encouraging and supporting women in international business is not only a matter of fairness, but also a strategic advantage for companies and economies around the world.

The result of the study shows that women in international business contribute to the growth of economic development and innovation. However, they face gender bias, limited access to finance and low representation in leadership positions. Supporting women's entrepreneurship helps reduce unemployment and social tensions.

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STRATEGIES AND TACTICS OF COOPERATIVE SPEECH BEHAVIOR IN ENGLISH CONTRACTUAL DISCOURSE

Стратегии и тактики кооперативного речевого поведения в англоязычном договорном дискурсе

Today, the number of international companies in the world is steadily increasing, and the standards and traditions of English business communication are becoming more

widespread. In this regard, it is of greater relevance to study and apply strategies and tactics of cooperative speech behavior in English contractual discourse, which contribute to the harmonization of business communication and serve as a tool for effective interaction between business entities.

The objective of this research is to identify the main strategies and tactics of cooperative speech behavior in English contractual discourse.

The analysis of different kinds of contracts, the total volume of which amounted to more than 60 pages, allowed revealing the use of various communicative strategies and tactics: 1. Strategy of straightforwardness (expressed by tactics of sequence of information presentation, emotional restraint, informativeness, clarification); 2. Strategy of concession (tactics of obligation, agreement, promise, persuasion, approval); 3. Strategy of conflict avoidance (tactics of obligation, agreement); 4. Strategy of conflict mitigation (tactics of request, demand, assertive tactic); 5. Strategy of politeness (tactics of compliment, softening of categoricity); 6. Strategy of self-presentation (tactics of attracting attention, suggestion, persuasion, implication, promise); 7. Strategy of compromise (no specific tactics were identified).

For most types of analyzed contracts, the most frequent are the strategies of straightforwardness and concession. At the same time, the greatest number of cooperative strategies was found in commercial offers.

Correlating the found cooperative strategies and tactics with Grice's principles of cooperation, it was found that they do not violate the categories of Quality (statements are always true), Relation (statements do not deviate from the topic) and Manner (statements are always unambiguous and clear). However, the category of Quantity is violated everywhere, this is due to the very nature of the contract, where the provisions are described in as much detail as possible in order to avoid discrepancies. At the same time, commercial offers do not require such verbosity, and the category of Quantity is also observed in them.

Concerning the observance of Leech's maxims of politeness, they are partially observed, in particular: the maxims of Tact (contracts do not touch upon the topics of personal life), Approbation (the parties to the contract do not judge each other), Agreement (all contractual genres are aimed at finding a compromise). However, some maxims can be violated, such as: the maxim of Generosity (the parties undertake to fulfill the terms of the contract, it can be regarded as an oath), Modesty (commercial offers include the use of complimentary tactic), Sympathy (most contractual genres are very formal and unemotional).

Thus, various cooperative communicative strategies and tactics are widely used in English contractual discourse. Nevertheless, in contractual genres the well-known Grice's principles of cooperation and Leech's maxims of politeness are violated.

Reference

1. *Sobolevsky, G. Strategies and tactics of cooperative speech behavior in english contractual discourse* / G. Sobolevsky. – Minsk : BSEU, 2024. – 40 p.