

Биланюк Е.М.

Научный руководитель: Монахова Е.В.,
кандидат филологических наук, доцент

Москва, Российская Федерация

Российский университет дружбы народов им. Патриса Лумумбы
turgunda2009@mail.ru

РОЛЬ ТРОПОВ В ДЕЛОВОМ ДИСКУРСЕ

Аннотация. *Современные процессы деловой коммуникации наглядно демонстрируют, что прогресс, глобализация экономики, цифровизация бизнеса и жизни в целом обуславливают появление новых явлений в общении. Однако по-прежнему важна роль общепризнанных выразительных средств, делающих речь яркой и выразительной. Дискурс современной деловой коммуникации отражает актуальные процессы в мировой экономике, в связи с чем изучение экспрессивной составляющей делового общения представляет особую значимость.*

Ключевые слова: деловой дискурс, деловая коммуникация, тропы, метафора, метонимия, эпитет, выразительность речи.

Bilaniuk E.M.

Scientific supervisor:

Monakhova E. V.,

Associate Professor, PhD in Philology

Moscow, Russian Federation

Peoples' Friendship University of Russia (RUDN University)

THE ROLE OF TROPES IN BUSINESS DISCOURSE

Abstract. *The modern processes of business communication make it abundantly clear that progress, globalization of the economy, digitalization of business and life in general, justify the emergence of new phenomena in communication. But the role of universally recognized means of expression which make the speech brighter and more vivid, is still important. Modern business communication discourse reflects current processes in the global economy, and therefore the study of the expressive component of business communication is very relevant.*

Keywords: business discourse, business communication, tropes.

Business discourse is a set of texts united by business themes, as well as the verbalization of business communication. It describes business realities, processes and phenomena occurring in business, the interaction of business communication participants, etc. [Izbitskaya 2020, 210]. When referring to the research of business discourse, the first question arises about its classification. Business discourse is multifaceted in its nature and can be presented with the help of the following diagram:

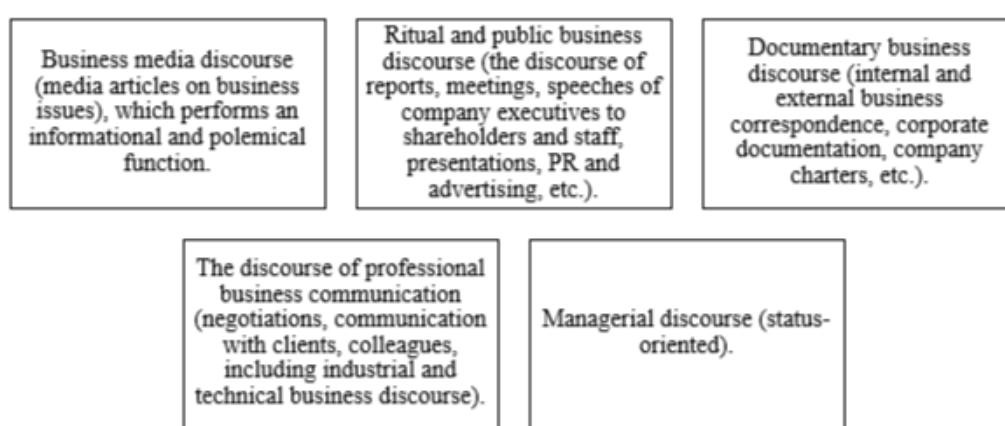


Fig. 1. Varieties of business discourse (compiled by the author)

The analysis of publications and scientific literature revealed the presence of the following specific features characteristic of business discourse:

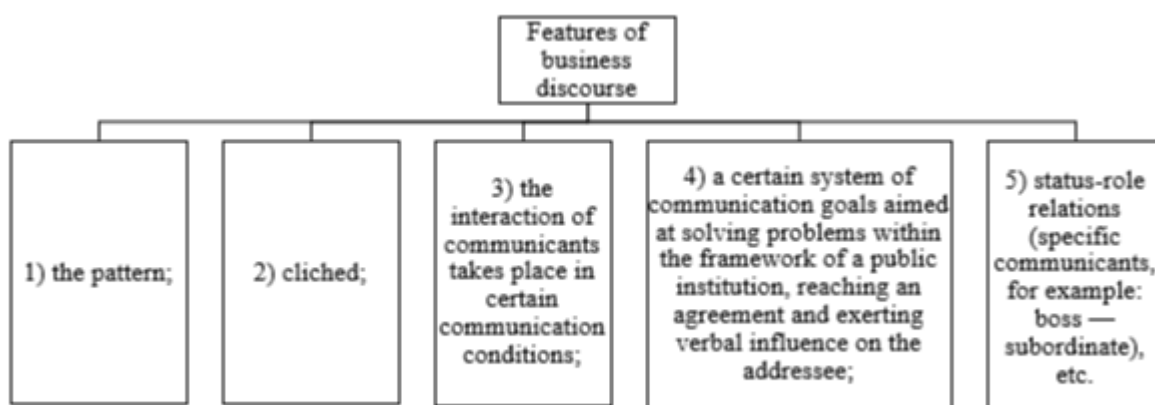


Fig. 3. Characteristic features of business discourse

Though business communication is conducted by specialists and covers professional issues it is not devoid of personal attitude and emotiveness which brings us to the consideration of the concept of tropes in business speech. They mean those figurative expressions that make statements more expressive, as well as create a certain emotional background. In the field of business communication, the use of tropes can pursue other goals (than in other types of discourse), such as shaping public opinion and manipulating the audience [Katermina, Lipiridi 2019, 34].

In most cases, the use of tropes in business communication has a positive perception and contributes to presenting the company's activities in a favorable light [Geymurova 2016, 887]. For example: "*Our company prides itself on its impeccable reputation and high level of professionalism.*" Using the epithet "*impeccable*" helps to create an image of a reliable and responsible organization. So, the participants in this process are experts and managers from the fields of economics, entrepreneurship, marketing, advertising, as well as businessmen, consumers and other interested parties.

The tropes often used in business communication are [Belkova 2018, 56]:

An epithet. Emphasizes a property, feature, or characteristic feature of a phenomenon or process. Example: "The deputy's vivid and impressive speech shocked those present."	A metaphor. It is used figuratively and emphasizes the similarity of two phenomena or processes. Example: "Currently, there is a washout of cheap goods from the trade range."	Hyperbole. A figurative expression that exaggerates the quality, property, or feature of an object, process, or phenomenon. Hyperbole allows you to highlight the main thing, emphasize the right idea, and pay special attention to it.
Metonymy. It is an overlap of the direct meaning of a word and its figurative meaning, and both are interconnected not by similarity, but by contiguity, neighborhood. Metonymy is usually used to give speech a colloquial style.	Litota. A stylistic figure whose meaning is to minimize any property or quality of an object, phenomenon, or process. Example: "The cat didn't cry enough money."	

Fig. 4. Examples of tropes used in business communication

The analysis of the cases when business communication was accompanied by tropes made it obvious that the most frequent tropes used in business discourse are:

- A metaphor. A technique of expressiveness that is based on the juxtaposition of two objects or ideas based on their common features. A metaphor helps to interest the audience and evoke positive feelings.

Metaphors:

1. *Companies come and go* (Stefan Quandt)
(<https://www.forbes.com/profile/stefan-quandt/>);

2. *Companies are sick* (Richard Branson)
(<https://hrdailyadvisor.com/2011/09/06/american-companies-are-terrible-at-flex-sir-richard-branson/>);

3. *Companies acquire and lose their immunity* (Richard Branson);

- Epithets. They allow you to instantly draw a clear, catchy and effective image.

"Our employees have a high level of professionalism." Using the epithet *"tall"* helps to create an image of a reliable and responsible organization.

- Hyperbole. It is used to enhance the effect.

"We are working 24/7 to meet your needs." Although this is an exaggeration, it highlights the company's willingness to respond promptly to customer requests.

- Comparison. It helps to form a necessary, that is, a positive image in the mind of the recipient of information.

"The effectiveness of our project management system can be compared to a well-functioning clock mechanism." This comparison highlights the accuracy and reliability of the system.

The use of tropes in business speech can be effective, because they contribute to the formation of a special, new concept that does not yet have a specific name in the language.

As an example, let's analyze the presentation of a new product from Samsung SDS Europe, which is the main competitor of the American company Apple (<https://news.samsung.com/ru/samsung-electronics-has-opened-a-new-era-of-professional-display-solutions-created-with-care-for-the-planet-at-the-ise-2023-exhibition>).

In the presentation, there is a direct comparison of the two gadgets. Noteworthy is the personification of the device, expressed by the author's direct reference to it (*Not only you are thinner — You are not only thinner*). There is also an inversion in this phrase, which makes referring to the device more poetic.

The following are a number of facts that do not put the pencil/iPad in the best light: *launch darts at the ceiling, cheat in golf*. There is even a phrase in English: “*the pencil is the best club in one's bag*,” which means that the pencil is the best club in the bag, because while your partner is busy with the next hole, you can easily correct the score in your favor. In this section, the use of emotive vocabulary can also be noted: *extremely, incredibly*. It is also interesting that this part uses the perfect tense, which indicates that the object is outdated.

In this example, means to influence competitors, the audience and potential customers (creating a favorable image. compared to a competitor, attracting attention generates interest) [Криворучко 2022, 225].

Thus, the following conclusions can be drawn:

- Business discourse can be called the fastest growing field, which naturally leads to the dynamic formation of a linguistic personality.
- The following types of tropes are often used in business discourse: metaphor, epithets, hyperbole, comparison.

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УДК 81' 004.946:81'255

**Ведрова С.А.
Щёголева О.С.
Олейник Э.Е.**

кандидат педагогических наук, доцент

Москва, Российская Федерация
АНОВО «Московский Международный Университет»

v.sonya04@mail.ru
olga-shch@mail.ru

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АНГЛОЯЗЫЧНЫХ ВИДЕОИГР: ЛИНГВИСТИЧЕСКИЕ НЮАНСЫ И
КУЛЬТУРНЫЕ ОСОБЕННОСТИ**