

Overly literary or inflated style ( $\approx 30\%$ ): excessive poetics weakened functional clarity and made the text unsuitable for persuasive communication.

Functionally adequate solutions ( $\approx 10\text{--}12\%$ ): only a small number of students achieved near-functional equivalence, demonstrating balanced emotive and rational strategies.

These findings confirm that translation variability depends on navigating cultural connotations, style, and persuasive intent. Novice translators often fixate on surface imagery, neglecting the functional needs of advertising. Effective translation is not about a single correct answer, but a spectrum of choices that balance emotive resonance with rational adaptation. The translator becomes a cultural strategist, using methods like transcreation to align the brand with the target culture, as failure to do so results in a loss of persuasive power.

Thus, successful translation of advertising messages requires not only linguistic competence but also cultural literacy, interpretative flexibility, and an understanding of persuasive discourse as a multimodal phenomenon.

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## **CLICHÉ PHRASES IN BUSINESS CORRESPONDENCE**

### **Фразы-клише в деловой переписке**

Business correspondence is communication between employees and companies to solve problems, exchange information and achieve goals. It's accessible and confidential, allows you to save time and document agreements. The main principles are clarity, formality and a respectful tone. These principles dictate the use of specific, standardized speech patterns, which we know as cliché phrases.

Linguists such as Eric Partridge, M. V. Lunev, R. K. Minyart-Beloruhev and N.G. Bulankina describe clichés as stable expressions with specific situational associations. They include idioms, stereotypes and fixed phrases that are brief and context-dependent. Situational clichés appear in specific contexts, serve as ready-made responses, and are complete utterances. Mastering these expressions enhances naturalness and effective communication in foreign language use.

A business letter includes a greeting, introduction, main text and conclusion. Here are common standard phrases for each part.

At the beginning of any business conversation, it's important to use a greeting. Your opening should reflect the level of formality of your relationship with the other person.

For example, «Dear Sir/Madam!», «Nice to meet you!», «Good morning!» (formal) and «Dear colleagues!», «How are things?», «Hello, how are you?» (informal).

The beginning of the correspondence depends on whether your letter is the first contact with a person or not. For initial contact you might start with phrases like «I'm contacting you for the following reason» or «I recently heard about... and would like to». For responses, common openings include «In reply to your request», «Sorry for my late reply», «Further to our meeting last week» [1].

The main part of the text may include various cliché phrases for different purposes, such as requests («Is it possible to arrange a meeting?», «Could you please send us»), complaints («I am writing to complain about...»), suggestions («Please don't hesitate to reach out to me», «Is there anything I can do for you?»), notices («We are pleased to inform you...», «Be advised that...»), expressions of gratitude («Thank you for your assistance!» «May I take this opportunity to thank you...»), apologies («We sincerely apologize for», «I wish to express my apologies»), reactions («I was pleased to hear...», «We are unhappy with the proposed terms») and opinions («I believe that», «In my humble opinion...») [2].

For effective business correspondence it is best to conclude with sentences that prompt an action. For example, «I'm looking forward to hearing from you soon», «If you require more information, please let us know» [3].

In conclusion, mastering the use of standard cliché phrases is essential for effective and professional business communication. These fixed expressions facilitate efficiency and a respectful tone across various parts of a business letter or email. However, although they serve as useful tools, it's important to use them wisely so that they do not sound monotonous or impersonal. Developing a balanced approach, i.e. combining these common expressions with personalized and contextual language, can increase the naturalness and impact of your correspondence, ultimately contributing to more successful business interactions.

## References

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