

Являясь составными частями именных групп, параметрические прилагательные в сочетаниях типа *la grande bourgeoisie* 'крупная буржуазия' — *la petite bourgeoisie* 'мелкая буржуазия' служат средством пополнения номинативного инвентаря языка и компенсируют недостаток видовых и парциальных наименований как в сфере обозначения предметного ряда (*petite monnaie, menue monnaie* 'мелкие деньги'), так и в области нематериальных признаков, отношений: *les petites et moyennes entreprises* — 'малый бизнес', *petit porteur* — 'мелкий вкладчик', *épargne long* — 'длинные' деньги'. Такие именные группы характеризуются номинативной целостностью, устойчивостью, воспроизводимостью, возможностью коррелировать с определенной словообразовательной моделью (по аналогии с *grand-père, grand-mère*).

T.V. Busel

Minsk State Linguistic University (Minsk)

LINGUISTIC FEATURES OF BUSINESS E-MAIL

Business e-mail has given communicators a new and powerful tool for reaching audience within, across, and outside organization boundaries. One side effect of this growing is a more prolific output of information that was previously possible with conventional forms of paper communication. That is why the language of business e-mail has attracted a great deal of attention in the last decade.

This study is designed to help communicators develop a richer understanding of the ways in which the availability of electronic medium affects stylistic choice of lexical markers in business e-mails. The results of a stylistic analysis of samples of business electronic message traffic gathered in 2008 shows that the lexical vocabulary of business messages is characterized by its neutral nature. This idiosyncrasy is due to the fact that business language should ensure unambiguous interpretation of the official documents. Other idiosyncrasies of lexis: it is deprived of figurativeness and expressiveness; words are used only in their direct meaning (hardly ever in figurative).

The business register of language includes common, as well as special lexis. Main concepts and phenomena are designated with it accurately and succinctly.

The most widespread special lexis is represented by proper nouns from various semantic classes (names of people, geographic names, names of institutions, occupations, documents, goods, etc.). Terms are also included in the special lexis which is characterized by unambiguity, brevity, accuracy, stylistic neutrality which makes possible the presentation of business information in informative and concise way. The following semantic groups are represented in business e-mails:

Economic terminology: *arbitrage; allowance; gross; contract; investments; economic downturn; savings; economic balance; economic co-operation; clauses, concession; marketing; management; structural funds; fixing.*

Specialized lexis connected with **the commercial field and the field of services:** *agreements; order; production quality; quotas; competition; corrupt practices; leasing; customs tariff; public orders; offers; markets; market control; consumption; purchasing*

power; expenditure order; goods; commodity market; commodity and monetary relations; supply and demand of goods; price lists, etc.

Banking terminology: bank deposit; currency unit; currency markets; dealer; borrower; mortgage; investments; inflation; capitals; credit; creditor; savings; interest rate; credit transaction; credit operation; credit system; face value; exchange; current bank account.

The usage of **abbreviations** is characteristic of business language (contracted writing of compound names): European Economic Community (EEC), Council of Ministers (CM), Belarusian Telecommunication Company (BTC).

Business language is connected with the usage of lexical clichés — the so-called **office terms**. These are words such as: *the aforementioned, the undersigned, the present, the same, the listed below, in connection with, according to, comes into effect, in accordance with, attached find, in addition to, etc.*

The aspiration for politeness and delicacy in business communication leads, in some cases, to the usage of **euphemism**. For example: *terminated employment relation* (discharged or reduced from staff), *correction of prices* (increase of prices).

The results of the research support the notion that business electronic messages typically combine the elements of formal and informal discourse. The presence of contractions, personal greetings etc. lend an informal, spoken flavor to many of the business messages. It can be explained by the fact that electronic business discourse requires that writers simultaneously combine clashing elements of oral and written discourse and develop a style that is a dynamic and responsive to the changes signaled by the electronic medium.

И.Ю. Ваник
МГЛУ (Минск)

КОМПЬЮТЕРНАЯ ЛЕКСИКА В КОММУНИКАТИВНОЙ СИТУАЦИИ «ПРЕДОСТЕРЕЖЕНИЕ» В ГАЗЕТНОМ ТЕКСТЕ

Как известно, основная функция аналитических газетных текстов состоит в информирующем воздействии на читателя, поскольку в содержании аналитических публикаций выделяется не только информационная составляющая, но и определенная программа воздействия на адресата, т.е. прагматическая компонента.

Цель нашего исследования — выявить прагматические особенности функционирования компьютерной лексики в коммуникативной ситуации «предостережение» в структуре англоязычной аналитической статьи. Тексты для анализа были отобраны из британских национальных газет «The Times», «The Guardian», «The Daily Telegraph». Проанализировав 50 публикаций исследуемого жанра, в которых встретилась компьютерная лексика, мы зафиксировали в 55 % публикаций ситуацию «предостережение», связанную с ростом киберпреступности в интернет-пространстве. Данная коммуникативная ситуация имеет своей целью предостеречь от опасности, предупредить о возможных неприятных последствиях для адресата. Интересным представляется то, что в контекстах исследуемой ситуации были зафиксированы единицы компьютерной