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THE ROLE OF THE COMMUNICATIVE ACT OF REFUSAL IN ENGLISH AND IN RUSSIAN BUSINESS CORRESPONDENCE

Роль коммуникативного акта отказа в англоязычной и русскоязычной деловой переписке

The relationship between people has been studied for centuries. It is generally agreed that the most common form of relationship is communication since communication is interaction with other individuals for the transfer and exchange of information.

In verbal communication, as in all types of human relationships, an important component is the possibility of conflict situations, the unwillingness of one of the participants to continue the interaction. Research on how refusal is implemented in communication is an essential element of language research. Thus, the purpose of my research is to identify the lingua-pragmatic features of the communicative act of refusal in English and Russian business correspondence.

Each individual has their own values and attitudes, the perception type. That is why it is of paramount importance to study the verbal behavior of each participant in a communicative act. The ability to express refusal, to adequately respond to it, the ability to resolve conflict situations are of paramount importance in business communication, where the result of business relations as a whole may depend on the communication success. Due to the attention to effective interpersonal communication problems, the study, and systematization of the means of speech influence in specific communicative situations emphasize the relevance of the research.

A huge number of linguists are focused on the detailed study of communicative acts and their mechanisms that regulate communication between individuals through business correspondence. The speech act of refusal in the business environment is one of the regulatory mechanisms and one of the most difficult acts of negative reaction since with a negative response there are many emotional shades expressed.

The research has shown that there are various reasons for a refusal letter, which depend on the relevance of the letter, and on the perception of the addressee. Also, it has been proven that the structure of a business letter plays one of the key roles, if the letter is structured and all requirements are met, then the letter is easily read and perceived by the addressee correctly. Under such conditions, the probability of achieving a communication goal is quite high.

Addressees who express a desire to completely cut off all communication ways usually resort to shortening verb forms, using imperative sentences, breaking the use

of verb tense, spelling errors, and use various ways of expressing expressive connotations: exclamation marks, large print – that's all speaks about the unwillingness of the interlocutor to continue the conversation. At the same time, many addressees, despite the refusal letter, use introductory words of regret, respond politely, and can use graphic ways to express emotions (emojis).

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IMAGE OF CHINA THROUGH THE PRISM OF ASSOCIATION EXPERIMENT

Образ Китая через призму ассоциативного эксперимента

The goal of our research is to examine the image of China in the views of Russian-speaking youth (Belarusians and Russians born after 1975). This research is an integral part of the work "Comparative analysis of the image of China in the minds of older and younger generations".

The choice of the research topic is due to the fact that the People's Republic of China is one of the most important partners of the Republic of Belarus although the China-Belarus diplomatic relations were established not so long ago: in 1992. The trading volume between the two countries is continuously increasing. China provides Belarus with the credit support and implements the numerous investment projects.

In order to meet the objectives we developed a two-part questionnaire containing the information about the respondents and various tasks aiming at activating the content of their linguistic consciousness. 216 people took part in the survey. The research was undertaken in line with the methodology of N.I. Kurganova [1, p. 150–156].

The image modelling includes the following stages of research: to model the core of the perception of China; to highlight the main directions of the comprehension of China using the cognitive layers composed of the classified associates; to model the cognitive structure of the image of China; to highlight the cognitive strategies for building the image of China.

At the first stage of the research we processed the results of the association experiment, where the respondents were offered to write three associates for the adjective "китайский". The stimulus word triggered 648 associative reactions. The core of the association field accounts for 242 associates, which is 37,3% of the association field: сложный 'complicated' (55), дешёвый 'cheap' (47), интересный