

EMOTIVE FACTOR IN BUSINESS ENGLISH

This report is devoted to the problem of linguistic interpretation of human emotions in speech situations of business communication.

As you know, the business relationship of partners in business is greatly determined by their communicative behaviour. Language forms and speech situations are known to be the major factor resulting in successful communication and business bargaining as a whole.

The notion "speech behaviour" includes verbal, non-verbal and extra linguistic parameters of speech communication. The concrete business situation which is presented either in oral or written forms of business activities (office practice, organization and routine, correspondence, telephoning, meetings and discussions, trade, export/import, finance, etc) determines the usage of specific verbal and non-verbal means of communication in the business sphere.

The situational factor being dominated in a wide range of business activities, it's necessary to analyze speech situations which refer to "business communicative situations" and to distinguish their differential features.

Business communication or contact should result in a mutually beneficial agreement, a contract, a treaty etc. being built up on the principles of mutual respect of business partners. So, it's absolutely evident that business communicative situations presents speech communication as the cooperation (on the basic principles of speech cooperation elaborated by Grice and Leech-Grice 1975, Leech 1983) and completely exclude any forms and completely exclude any forms and means of confrontational speech conflicts (e. g. quarrels, rows, fights).

Speech communication in business spheres as well as in other everyday life situations is inseparable from the emotional side of speakers' activities. Situations of business communication being looked upon as those with a low emotional index are characterized by positive as well as negative emotional reactions of speakers (e. g. various agreements, confirmations of definite opinions, disagreements, arguments, etc.).

So, taking into account mentioned above characteristics of business situations, let's point out their most typical differential features:

1. unlimited number of participants in speech situation;
2. making contacts orientation;
3. compromising forms of making decisions;
4. low emotional index of business situation (with positive/negative evaluative direction).

Now we are giving the example of a business talk between a director of one of the American companies and his secretary.

J.H. – Take a letter please, Polly. It's to Christopher Faram at Millco in England.

P. – O.K.

J.H. – Now... "Dear Chria. It was nice meeting you again in the trade fair".

"Yours truly etc., etc".

P. – What comen after "Yours truly?"

J.H. – My name Jack Hyam Junior. And my position in the company. Do you knew by position in the company?

P. – Sure. You're the Sales Director.

J.H. – That's right. Very good. Ah, Polly? Are you sure you're happy in this job?

(Norman 1990:133 – 134).

The given example illustrates the emotional interrelationship between the boss and his clerk (irritation and dissatisfaction of Mr. Hyam with Polly's being too absent-minded and inattentive during the dictation of a business letter). His emotional state at that moment is reflected in fairly instructive and ironical tone of his phrases.

So, it is obvious that the emotive factor is present in business situations. Now we're going to describe some typical emotional business situations such as organization and routine, meetings and discussions, in order to show most effectively the main linguistic means of expressions of negative emotional reactions of speakers' which accompany business talks together with positive emotions. For analysis there were selected eight most wide – spread business situations expressing such aspects of different meeting and discussions as: starting and controlling meetings, presenting and supporting opinions, making suggestions, balancing points of views, presenting alternatives, accepting and rejecting ideas and proposals, building up arguments, summarizing and concluding.

As a result of analysis it was discovered that the character of intentional behaviour of speakers in most cases is dependent on their negative emotional reactions at the moment of speaking. It was also indicated that intentional behaviour of communicants in such business situations is characterized by the number of specific intentions: criticism, disagreement, presentation of an opposite point of view, interruption on purpose during the talk, rejection of a suggestion, pointing out disadvantages of the problem, explanation of negative consequences etc.

E.g.

Production Manager. – We have to be in the factory at 7, but your people can do exactly what they want – criticism of a speaker (O'Driscoll, Pitheam 1990:17).

Production Manager. – Well, it's not that. I've got anything against Derifime but you really can't introduce it at shop floor level - rejection (O'Driscoll, Pitheam 1990:10).

Head of Research: - I disagree completely. You're being too emotional about the whole thing – disagreement (O'Driscoll, Pitheam 1990:17).

Financial Manager. – If we concentrate all our energies in that direction we'll have to be prepared for at least the next few years – showing negative consequences of the problem (O'Driscoll, Pitheam 1990:27).

The given business situations are characterized by the usage of specific verbal emotive – coloured lexical and syntactic units such as deadline, shop floor level, injection of cash, a question of life and death struggle, unimpressive profits, to be hit by etc, which make business atmosphere of discussions and meetings more bright and expressive. We must also point out an important role of non – verbal means of communication in business situation. As the classroom activities such exercises as Describe. Your Boss or Personnel of the Company. Comment upon: What Makes an Ideal Secretary? And What Makes a Perfect Boss? etc. concentrate future businessmen's attention on prosodic, mimic, kinetic, proximal, "art facts" and other paralinguistic components which result effectively in solving business problems and influence indirectly the running and making decisions of business cooperation.

So, coming to an end of emotive verbal and non – verbal parameters of business situation it should be pointed out that negative emotional reactions of speakers in business situations (e.g. losing one's temper, irritation, dissatisfaction, annoyance, disappointment etc.) are under the strict and toughening control and regulation of conventional norms of business communication where social behaviour of persons plays the dominating role. So, to make a conclusion we should underline that emotive – coloured verbal and non – verbal means of business situations first serve not to humiliate or insult somehow a partner on business (which is very typical for highly – emotional speech conflicts) but just on the contrary, to produce the strongest impact in order to make him/her accept quite an opposite point of view.

References

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