Linguopragmatic characteristics of electronic typing on the basis of business correspondence

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Abstract. Topicality of the research is conditioned by the followings: 1) that it is done in the framework of modern linguistic trend – Linguopragmatics; 2) by the absence of scientific works devoted to the investigation of Linguopragmatic peculiarities of electronic writing. Aim and tasks of research: to determine the term linguopragmatic , to show that Business correspondence is one of the main writing styles where linguopragmatic categories are used mostly in order to convey the written electronic message successfully and to show the usage of linguopragmatic principles through the analysis .Subject and object of research: object is electronic business correspondence ,subject is linguopragmatic peculiarities of business correspondence Methods of research: descriptive , analytic.The degree of novelty of the research is determined by the fact that this is the first investigation devoted to the linguopragmatic peculiarities of electronic business correcpondence . Practical value and degree of embed: the material of the research can be used in delivering lectures and practical lessons on Linguopragmatics, Text Analysis, Linguopragmatic Studies, in writing research works, text books and manualsThe results obtained: 1) linguistic specificity of concept lingupragmatic has been defined 2) a complex method of linguopragmatic analysis has been worked out; 3) the role of Linguopragmatic categories such as Gricean maxims, Speech act functions , Politeness and explicit way of expressing message in business correspondence been revealed General summary and recommendations.In order to reach the success in conveying message in business correspondence according to the research in analyzed types of business letters Linguopragmatic categories such as Gricean maxims, Speech act functions , Politeness and explicit way of expressing message are applied.

1 Introduction

Language, as a unique human ability, a means of communication, a reflection of objective reality, a means of the speaker's influence on a listener by changing their feelings, thoughts and actions [1-8] and therefore, implementation of the strategy of persuasion, has been under the watchful eye of scientists for decades. However, continuous development and changes in the realm of politics and language, as the tools of influence on the electorate, require more qualitative research in this direction. At the same time, at this stage of

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linguistic research of language as a means of persuasiveness implementation, there is no single distinct approach to the analysis of business discourse in general, and business letters, in particular, that would enable us to identify general and specific methods of language signs manipulation, to systematize and structure the mechanisms of influence on the mass consciousness, as well as to trace the specifics of the persuasiveness implementation in present day business discourse .

2 Data and methods

The purpose of the research is to show that Business correspondence is one of the main writing styles where linguopragmatic categories are used mostly in order to convey the written electronic message successfully and to show the usage of linguopragmatic principles through the analysis . In order to reach the goal and achieve the productive result of aim , several objectives are chosen. The objectives are:

- To make clear distinction of different definitions of the term "linguopragmatic "
- To analyze the usage of The Principle of Politeness and Gricean maxims in Business correspondence
- To find exact general functions of Speech Act which are used in business correspondence effectively
- To analyze the way of expression of the message in business writing (explicit/implicit)
- To make a summary on the research according to the results of analysis

In reaching the goal of this research, the following hypotheses are made:

1. The message in Business correspondence is conveyed explicitly rather than implicitly
2. Business correspondence is one of the main writing styles where linguopragmatic categories such as The Principle of Politeness, Gricean maxims   are used mostly in order to convey the written electronic message successfully.

The research tries to investigate the following questions:

- What is Linguopracmatics?
- What functions of Speech Act can the message successfully convey in Business correspondence?
- How are Gricean maxims used in electronic business letters? Are they violated or not?
- Is The Principle of Politeness used in business correspondence?

Pragmatics is a branch of linguistics and semiotics that focuses on how context affects meaning, according to Wikipedia. Pragmatics includes theories of speech acts, conversational implicature, talk in conversation, and other approaches to language behavior from linguistics, anthropology, sociology, and philosophy. In contrast to semantics, which examines meaning that is "coded" or conventional in a particular language, pragmatics studies how the transmission of meaning depends not only on the speaker's and listener's structural and linguistic knowledge (such as grammar, vocabulary, etc.), but also on the context of the utterance, any prior knowledge about those involved, the speaker's inferred intent, and other factors.In this regard, pragmatics clarifies how dialect clients are able to overcome apparent ambiguity, since meaning depends on the way, put, time, etc. of an utterance. The capacity to get it another speaker's planning meaning is called pragmatic competence. The word pragmatics derives via Latin pragmaticus from the Greek πραγματικός (pragmatikos), meaning among others "fit for action",which comes from πρᾶγμα (pragma), "deed, act", and that from πράσσω (prassō), "to do, to act, to pass over, to hone, to realize".

Pragmatics was a response to structuralist linguistics as sketched out by Ferdinand de Saussure. In numerous cases, it extended upon his thought that dialect has an analyzable structure, composed of parts that can be characterized in connection to others. Pragmatics to

begin with locked in as it were in synchronic study, as restricted to analyzing the verifiable improvement of dialect. In any case, it rejected the idea that all meaning comes from signs existing simply within the theoretical space of langue. Meanwhile, historical pragmatics has too come into being. This field only gained linguists' attention within the 70s. This can be when two distinctive schools developed; strikingly the Anglo-American down to earth thought and the European mainland down to business thought (too called the point of view view).

Areas of interest are :

1. The study of the speaker's meaning, not focusing on the phonetic or grammatical form of an utterance, but instead on what the speaker's intentions and beliefs are.

2. The study of the meaning in context, and the influence that a given context can have on the message. It requires knowledge of the speaker's identities, and the place and time of the utterance.

3. The study of underlined implicatures, i.e. the things that are communicated even though they are not explicitly expressed.

4. The study of relative distance, both social and physical, between speakers in order to understand what determines the choice of what is said and what is not said.

5. The study of what is not meant, as opposed to the intended meaning, i.e. that which is unsaid and unintended, or unintentional.

6. Information structure, the study of how utterances are marked in order to efficiently manage the common ground of referred entities between speaker and hearer

7. Formal Pragmatics, the study of those aspects of meaning and use for which context of use is an important factor, by using the methods and goals of formal semantics.

There is impressive cover between pragmatics and sociolinguistics, since both share an intrigued in linguistic meaning as decided by utilization in a discourse community. Be that as it may, sociolinguists tend to be more curious about varieties in dialect inside such communities.

Pragmatics helps anthropologists relate elements of language to broader social phenomena; it thus pervades the field of linguistic anthropology. Because pragmatics describes generally the forces in play for a given utterance, it includes the study of power, gender, race, identity, and their interactions with individual speech acts. For example, the study of code switching directly relates to pragmatics, since a switch in code effects a shift in pragmatic force.

According to Charles W. Morris, semantics tends to concentrate on the actual things or concepts to which a word refers, while syntax (or "syntactics") examines relationships among signs or symbols. Pragmatics seeks to understand the relationship between signs and their users. The difference between pragmatics and semantics is that pragmatics refers to an idea's inferred meaning.

The performative, a category of utterances that actually carry out the action they are intended to describe, is at the heart of the Speech Act Theory, which was developed by John Searle and built upon by J.L. Austin. Many of the objectives of pragmatics, as mentioned above, are shared by Speech Act Theory's investigation of Illocutionary Acts..

According to Victoria Fromkin, computational pragmatics is the study of how effectively humans can convey their goals to computers. This procedure, which is fundamental to the science of natural language processing (viewed as a sub-discipline of artificial intelligence), entails giving a computer system access to a database of information about a particular subject and a series of algorithms that control how the system responds to incoming data, using contextual knowledge to more closely approximate natural human language and information processing abilities. One of the most crucial problems of computational pragmatics is reference resolution, which involves a computer determining whether two items are different from one another or not.

Linguopragmatics, pragmalinguistics (Greek. pragma - deed, action; genus. pragmatos - deed, action) - the field of linguistics, which studies the functioning of linguistic signs in speech in the aspect of the relationship "sign - user of the sign".

In the 1960s of the 20th century, the theoretical underpinnings of linguistic pragmatics were established. The writings of the Oxford School's linguists (B. Russell, J. Austin, X. Grice, and J. Searle), whose book "Speech Acts. Outline of the Philosophy of Language" was published in 1969, had a significant role in the advancement of a pragmatic theory. By the 60th to 70th years of our century, the capability to quickly receive, store, and analyze verbal communication recordings emerged as a prerequisite for the development of linguopragmatics as the science of language in its living, functional state.

Linguopragmatics is the study of language as a means of communication. Its goal is "language learning in context"—social, situational, etc. However, this reflects the close interaction of linguistic pragmatics with such fields of humanities (and linguistic) knowledge as the theory of speech acts, discourse analysis, socio-, ethno-, and psycholinguistics, anthropology, etc. The boundaries of pragmatic theory and practice are currently not fully defined and remain somewhat hazy. It is challenging to disentangle pragmatics from neo-rhetoric in their different incarnations because of his initial conceptual baggage of Linguopragmatics, which he inherited from classical rhetoric.With regard to the issues with educational speech communication, an effort has been made in this version to introduce certain fundamental ideas in linguistic pragmatics that have been quickly evolving in recent years (see: speech act, speaker's intention, implicature, etc.).

In another source , one of the fastest growing area in linguistics is pragmalinguistics. Reseachers explain pragmalinguistics in different ways. According to Y.D.Apresyan pragmatics is a speaker attitude to:

1) truth to identity;

2) contentotothe message;

3)speaker\s attitude to the addressee by means of language units (affixes, lexims, grammar, syntactic structure).

In general, according to the definitions given in scientific literatures linguistic pragmatics can be grouped as follows:

1) priority of human factors;

2) definitions based on functional aspects in linguopragmatic researches, and contextual conditions: " Science about the use of a language ", " science about a language in a context";

3) definitions, where much attention is paid to the effective interactions between communicants while speaking; the language in relation to relationships affect each to focus on the study of the efficiency of the;

4) definitions where interpretative aspect of speaking is considered separately in any communicative context. Here, interpretation refers to pragmatic significance of a sentence [3;page 111]

As the basis of the linguopragmatic analysis in the research were chosen following linguopragmatic categories:

- Speech Act theory (according to its general functions)
- Politeness
- Gricean maxims (whether they are violated or not)
- Way of expressing message (Implicit / Explicit)

Above mentioned 4 categories in linguopramatics play a significant role in conveying message to the addressee.

Speech act is defined as a deliberate speech action carried out by the addresser with a specific communicative goal in mind and in conformity with the communication norms and

standards recognized by society. A speech act is often represented by an utterance, and it is thought of as the smallest possible unit of communication.

This issue can be approached in a variety of ways. J. Austin and J. Searle carried out the initial classification. J. Searle (1969) offers a classification that is, in our judgment, more accurate:

- Assertives/declarative – stating, informing, conforming;
- Directives – ordering, demanding, requiring, advising;
- Commissives – taking responsibility, promising, suggesting, inviting;
- Expressives – thanking, condoling, congratulating, apologizing;
- Declaratives – announcing, declaring, dismissing;

In order to explain how politeness functions in conversational encounters, Geoffrey Leech created a set of maxims known as The Politeness Principle. According to Leech, politeness is a style of conduct that enables participants to interact socially in a generally harmonious environment.

The Paul Grice-developed idea of implicatures and indirect speech are closely related. In accordance with his idea, a speech act's whole, overall meaning entails both what is said and what is intended. The addresser transmits more information through his actions and body language than through his words. He communicates the extra information that is influenced by varied context and knowledge frameworks. "Implicature" refers to this extra information (Ex. John is married). The concept of conversational implicature was first put forth by Grice, who also linked it to the communication postulates of quality, quantity, relevance, and manner. These postulates (maxims), in brief, can be summarized as follows:

- Quality – try to be truthful when communicating;
- Quantity – give appropriate amount of information;
- Manner – utterances should be clear, brief, orderly and not obscure;
- Relevance – speak to the point

We worked on the analysis of Business correspondence sent via E-mail and fax machines . For analysis there were taken 8 letters in 8 mostly used types of business correspondence.

- Initial requests, start of negotiations -Ordering goods -Sales and sales letters
- Pr letters -Various correspondence -Resume letters -Complaints -Letters to the media about the company

3 Results and discussions

Conditional marks in the analysis : ... >>> The function of Speech Act in the sentence; ... >>> The Principle of Politeness in the sentence; ... >>> Violation of Gricean maxims / Implicatures in the sentence ; ... >>> Implicit sentence.

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Ref: PG/AL   12 May 2005
The Sales Dept.
R.G. Electronics AG
Havmart 601
D-5000 Köln 1

Dear(lexical) Sirs,
We(plural) are a large record store in the centre of Poitiers and **would like** (lexical) to know more about the tapes and cassettes you advertised in this month's edition of 'Hi Fi News'. (maxim of quantity)
Could(modal) you tell us if the cassettes are leading brand names, or made by small independent companies, and whether they **would be**(modal) suitable for recording classical music or only dictations and messages? It would also be helpful if you could send us some samples and if they are of the standard we require, **we will place**(commissive)a substantial order. We **would also like to know**(directive) if you are offering any trade discounts.
Thank you(lexical).
Yours **faithfully**,(lexical)

P. Gerard

Fig. 1. Analysis of the "Ad response request letter"

Analyze :
>>> In the above given letter the we will place part of the sentence is in the commissive form as it shows future intends, would also like to know part of the sentence shows directive function by requesting the addressee
>>> In the letter Dear, would like , Thank you, faithfully are the lexical makers of the Politeness. In contrast, some markers are expressed by modals : Could , would be . Instead of using the I using plurality We gives also politeness to the sentence
>>> In the first sentence of the letter We(plural) are a large record store in the centre of Poitiers and would like (lexical)to know more about the tapes and cassettes you advertised in this month's edition of 'Hi Fi News'.   We can see Implicature by the violation of the maxim of quantity as the given information is not brief but in detail or too much which shows the addresser tries to be clear obeying the rules of manner maxim.
>>> The message which is conveyed in the letter is explicit as there is no any hidden or unclear information.

Dear Name:
We are sorry(expressive) to inform you that we must cancel our order No. GRA 1874 of June due to the inexcusable delay in the shipment of the goods, which we still have not yet received. (maxim of quantity)
Sincerely,(lexical)

Name

Fig. 2. Analysis of the "Rejection of an order letter":

Analyze:
>>> In the above given letter the we are sorry part of the sentence shows expressive function by showing the feeling of the addresser.
>>> In the letter Sincerely is the lexical makers of the Politeness.
>>> The given letter as we can see itself too short in quantity which shows the Implicature by the violation of the maxim of quantity.
>>> The message which is conveyed in the letter is explicit as there is no any hidden or unclear information.

Fig. 3. Analysis of the "Reccomendational letter"

Analyze:

>>> In the above given letter the will be parts of the sentence are in the commissive form as they show the future intends, I am happy , are proud parts of the sentence show expressive function by showing the feeling of the addresser. Discuss, Ask parts of the letter show directive function by commanding the addressee

>>> In the letter Dear, Sincerely, Please are the lexical makers of the Politeness.

>>> In the given letter the sentence Terry about his family's secret recipe for lobster! Shows Implicature by the violating the rule of the maxim of relevance as the given information is not relevant to the general topic of the letter

>>> The message which is conveyed in the letter is explicit as there is no any hidden or unclear information.

Fig. 4. Analysis of the "Accepting the invitation letter":

Analyze:

>>> In the above given letter the pleased part of the sentence shows expressive function by showing the feeling of the addresser.

>>> In the letter Sincerely, Dear   are the lexical makers of the Politeness.

>>> The given letter as we can see itself too short in quantity which shows the Implicature by the violation of the maxim of quantity.

>>> The message which is conveyed in the letter is explicit as there is no any hidden or unclear information.

Fig. 5. Analysis of the "Hospitality - Introducing New Employee letter" :

Analyze:

>>> In the above given letter the will be , will parts of the sentence are in the commissive form as they show the future intends, am happy, proud parts of the sentence shows expressive function by showing the feelings of the addresser. The Ask Part of the sentence is a marker of directive function as it shows the command of the addresser to the addressee.

>>> In the letter Dear , Please , Sincerely are the lexical makers of the Politeness.

>>> In the given letter the   sentence Ask Terry about his family's secret recipe for lobster Shows Implicature by the violating the rule of the maxim of relevance as the given information is not relevant to the general topic of the letter

>>> The message which is conveyed in the letter is explicit as there is no any hidden or unclear information.

Fig. 6. Analysis of the "Resume letter"

Analyze:

>>> In the above given letter the enjoyed part of the sentence is in the expressive form as it shows the feeling/emotion of the addresser .Will, look forward parts are markers of commissive function as they show the future intends. The I am faxing you part of the letter expresses assertive function of Speech act as it states/asserts the action of the addresser

>>> In the letter Dear , thank you, Sincerely are the lexical makers of the Politeness.

>>> In the sentence As I mentioned during our conversation We can see Implicature by the violation of the maxim of quantity as the given information is understood without the highlighted part of it .

>>> The message which is conveyed in the letter is explicit as there is no any hidden or unclear information.

Fig. 7. Analysis of the"Complaint about wrong Delivery letter"

Analyze:

>>> The have received part of the letter expresses assertive function of Speech act as it states/asserts the action of the addresser

>>> In the letter Dear, Sincerely, thank you are the lexical makers of the Politeness. In contrast, some markers are expressed by modal: would.

>>> as most of my customers live in small flats earning a moderate income it is doubtful that I will be able to find a market for larger more expensive products part of the sentence creating Implicature by violating the maxim of quantity as this part it too much in quantity

>>> The message which is conveyed in the letter is explicit as there is no any hidden or unclear information.

Analyze:

>>> In the above given letter the will parts of the sentence are in the commissive form as they show the future intends. The have enclosed part of the sentence shows assertive function by asserting / stating the action of the addresser.

>>> In the letter Sincerely , Dear , Thank you are the lexical makers of the Politeness.

>>> The given letter as we can see itself too much in quantity which shows the Implicature by the violation of the maxim of quantity.

>>> The message which is conveyed in the letter is explicit as there is no any hidden or unclear information.
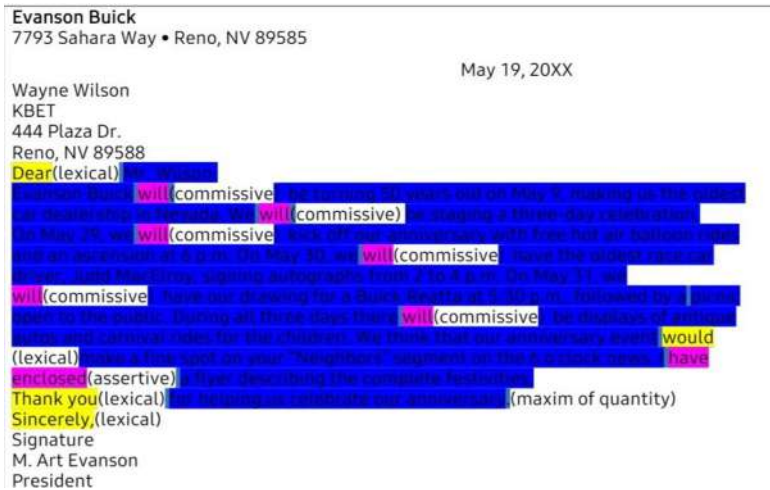
Fig. 8. Analysis of the"Letter about the anniversary" :

4 Conclusion

The conducted research was based on the using Linguopragmatic categories (Politeness, Implicature/Gricean maxims, Speech act functions, ways of conveying the message : Implicit/explicit in the analysis of electronic business correspondence. The researcher worked on the investigation theoretically and practically and spent several months to hold the investigation. The research questions were answered according to the result of the research. The result of the research is shown in the following Table 1 :

Table 1. Results of the analysis of the research materials

Letters	Speech Act functions					Politeness		Implicature				Message	
	assertive	declarative	expressive	directive	commissive		quality	quantity	Relevance	manner		implicit	explicit
Initial requests, start of negotiations	-	-	-	1	1	1	-	1	-	-		-	1
Ordering goods	-	-	1	-	-	1	-	1	-	-		-	1
Sales and sales letters	-	-	1	1	1	1	-	-	1	-		-	1
Pr letters	-	-	1	-	-	1	-	1	-	-		-	1
Various correspondence	-	-	1	1	1	1	-	-	1	-		-	1
Resume letters	1	-	1	-	1	1	-	1	-	-		-	1
Complaints	1	-	-	-	-	1	-	1	-	-		-	1

Letters to the media about the company	1	-	-	-	1	1	-	1	-	-	-	1
Total :	3	0	5	3	5	all	0	6	2	0	0	all

The first research questions was defined at the beginning of the main part of the Research. The research showed that all 8 forms of the business letters convey messages politely and explicitly (Hypothesis 1, Research question 4) .

Furthermore, mostly utilized speech act function according to the research are firstly: expressives, commissives; secondly : directives and assertives ; declaratives are not used in the given types of the letters in analysis . The result showed that Implicature in business writing is applied less in contrast with the obeying the rules of Gricean maxims . However , depending on the type of the business letters the maxim of quantity and maxim of relevance violated mostly . (Hypothesis 2) (Research question 2,3)

In order to reach the success in conveying message in business correspondence according to the research in analyzed types of business letters Linguopragmatic categories such as Gricean maxims, Speech act functions , Politeness and explicit way of expressing message are applied.

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