

## PRAGMATICS OF SPEECH STYLE IN BUSINESS COMMUNICATION AS A TOOL FOR DEVELOPMENT OF MODERN BUSINESS LINGUISTICS

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Article History: Received on 13<sup>th</sup> July 2020, Revised on 25<sup>th</sup> September 2020, Published on 4<sup>th</sup> October 2020

### Abstract

**Purpose of the study:** The study aims to identify, describe, systematize, and compare linguistic means expressing communicative and pragmatic meaning in determining their composition, semantics, and functions in the genres of law, order, and international agreement. The development of linguistic thought is characterized by an increasing interest in the functioning of linguistic units in speech, increased attention to the human factor in the language.

**Methodology:** A communicative-pragmatic approach described the transition from the study of genres as functional and stylistic types of text to their study as special expressions inherent in a certain area of communication. The authors used models of the relationship between linguistic units and their various associations with extra-linguistic situations of communication in a certain sphere of human activity.

**Main Findings:** The authors showed specifics of the representation of the value of the address in an official speech, establishes a repertoire of language means that realize the meaning of address in prescription genres, determines the dependence of the choice of the lexico-grammatical form of means of express the essence of addressing, forms the speech structure of styles.

**Applications of this study:** The work defines the specifics of the conditions of communication in the business sphere; revealed the communicative specificity of stereotyped role manifestations and speech behavior in terms of the functioning of oral and written genres, characteristic for speech communication in the professional sphere. The classification of speech genres is proposed primarily for the business area.

**Novelty/Originality of this study:** The novelty is determined by the object of research and the enterprise's attempt to make a comprehensive description of the genres of speech communication in business from the position of communicative-pragmatic approach. The communicative-pragmatic method in modern linguistics has updated the research of the specifics of speech communication and language support of speech communication in various spheres of human activity.

**Keywords:** *Pragmatics, Business Speech, Official Communication, Modern Linguistics, Communicative-Pragmatic Approach, Development.*

### INTRODUCTION

The growing interest in the functioning of linguistic units in the speech of different spheres of activity and increasing attention to the human factor in the language predetermined the choice of the topic of this study - the means of expressing communicative-pragmatic meaning in an official speech.

The current stage in the development of linguistic thought is characterized by a turn towards a communicative-pragmatic approach, which involves the study of the relationship between linguistic units and their various associations with the extra-linguistic situation of communication in a certain sphere of human activity. This approach allows us to consider a wide range of issues related to the "talking" subject, the addressee of speech, their interaction, as well as the context of communication.

In recent decades, the development of a communicative-pragmatic approach (to individual language units and the text as a whole) (Abdullah et al., 2017) has led to a shift in the attention of linguists from the author of the speech (the "speaking" subject) to the second participant in communication, the addressee. In this regard, it becomes a relevant consideration of the communicative and pragmatic meaning of statements. Under the communicative-pragmatic meaning, the authors mean the value associated with the implementation of the formal, meaningful, and linguistic orientation of the statements to the addressee in a particular situation of communication. Such an understanding of communicative-pragmatic meaning predetermined the interest in the address of the utterance and the means of its implementation in the official speech.

The study of the addressee's problem is carried out within the framework of many linguistic directions (semantic, functional grammatical, pragmatic, sociolinguistic, semiotic, hermeneutic, linguistic, linguodidactic, etc.). The distinction of private objects and subjects of research led to a variety of approaches to the consideration of the addressee

(speech recipient, V interlocutor, listener, reader, recipient, interpreter, second communicator, speaker's partner, etc.) ([Khabibullina, 2000](#); [Podyapolskaya, 2004](#); [Schumann, 2018](#)).

The relevance of this study is determined by the development in modern linguistics of a communicative and pragmatic approach to the study of speech in different spheres of communication; the need to identify and describe the characteristics of lexical and grammatical means and speech organization of official business speech from the perspective of the addressee; the need to develop a way of describing the means of expression of communicative-pragmatic meaning in individual genres; the prospect of studying the genres of official business speech as units of communication; high productivity and social significance of the genres of "law", "order", "international agreement".

The object of this study is the genres of the prescription of formal business writing, functioning in different spheres of business communication as speech works.

The subject of the research is the means of realization of communicative-pragmatic meaning and their functional features in the genres of "law", "order" and "international agreement".

Official written communication differs from communication in other areas by a number of specific features: firstly, the participants of communication represent a variable circle of subjects of legal relations, including active citizens of the state and their various associations, secondly, communicants are in legal relations, thirdly, communication of the parties is regulated through written registration of codified-legal norms ([Radziyevskaya, 1992](#); [Pogorelko, 2001](#); [Action, 2019](#)).

The compositional, structural, substantive, semantic, and linguistic design of communicative and pragmatic meanings in the genres of "law", "order", and "international agreement" is predetermined by the communicative situation and, in particular, by the characteristics of the addressing ([Zhilina, 2000](#); [Zheludkova, 2004](#)).

Achieving the goal of the study involves the following tasks:

1. To explore the linguistic traditions of studying official genres.
2. To determine the features of the creation and functioning of official documents.
3. To describe the structure and semantics of the genres of prescription in a pragmatic aspect.
4. To consider the directions in the study of address and means of its expression, especially the selection of means of address in official business speech.
5. To define the concept of "addressee of official written speech" and describe the model of addressees in the genres of "law", "order", "international agreement".
6. To describe the situations of addressing, implemented in the genres of "law", "order", "international agreement", and establish their specific features.
7. To identify the speech structure of the official genres of the prescription and compare its lexical and grammatical presentation in the genres of "law", "order", "international agreement".
8. To present ways and means of realization of communicative-pragmatic meaning in the genres of "law", "order", "international agreement".

Means of language function in the genres of prescription, specifically designed to express the meaning of the address, the choice of the lexical-grammatical form of which depends on the type of addressing the situation, on the characteristics of the addressee, and on the emerging addressee relations; such means are interrelated and form a specific speech structure expressing the communicative-pragmatic orientation of the genres of "law", "order", "international agreement" ([Kolosov & Krivchikova, 2002](#); [Rogozhin, 2005](#)).

## LITERATURE REVIEW

The task of studying the genre originality was set at the initial stages of the development of stylistics. [Vinogradov \(1995\)](#) expressed the idea that one of the essential tasks of stylistics is the study of the genre originality of style. The need to study the genres of various fields of communication pointed to [Bakhtin \(1997\)](#) (in the works of the 1950s), "Each sphere has its own genres, which meet the specific conditions of this sphere. A certain function and certain specific to each sphere conditions of verbal communication generate certain genres, i.e. certain relatively stable thematic, compositional, and stylistic types of utterances."

Modern studies of official business genres ([Ali, 2016](#); [Tussupbekova et al., 2017](#); [Geiger, 2017](#); [Malyuga & Barry, 2017](#); [William, 2020, etc.](#)) are based on the traditions of functional stylistics that were formed in the second half of the past century, and the concept of speech genres by [Bakhtin \(1997\)](#), actively developing since the 90th of the XX century.

The theoretical and methodological basis of the submitted dissertation research is the functional-stylistic research of formal business speech ([Miller, 2020](#); [Korotkova, 2004](#); [Mikhailova, 2003](#); [Stebletsova, 2001](#); etc.) (and research carried out in line with the theory of speech genres ([Prachanant, 2016](#); [Dediu et al., 2017](#); [Tatarnikova, 2004](#); [Otis, 2019](#)).

Lexico-grammatical means the function in the official genres of "law", "order", and "international agreement", which implement the meaning of address in the context of the structure and semantics of a certain genre ([Lekanta, 2000](#); [Panteleyeva, 2003](#)).

In the genres of "law", "order", "international agreement" various types of situations of addressing are made out: in the genre of "law" the situation of self-addressing is presented, in the genre of "order" - the situation of absolute addressing, in the genre of "international agreement" - the situation of reciprocal addressing. Addressing situations are distinguished by the addressee's parameters and the types of addressee relationships.

In the genres of "law", "order", and "international agreement" the communicative-pragmatic meaning is realized through a special way of organizing linguistic units in the speech structure of the genre.

According to [Austin \(2004\)](#), the value of the study is in specifics of the realization of communicative-pragmatic meaning in the genres of official written communication; in establishing and describing the basic principles of selection ([Niamhom et al., 2018](#)), organization and functioning of linguistic means expressing an address in the genres of prescription ([Shokhayeva et al., 2020](#)); in determining and considering the types of situations of addressing, presented in the genres of "law", "order", "international agreement"; in justifying the dependence of the choice of the lexico-grammatical form of the means of realization of the value, addressed to the criteria of the addressing situation; in identifying and describing the speech structure of prescription genres in a pragmatic aspect ([Sharqawi & Anthony, 2019](#)).

The theoretical significance of the research lies in clarifying the repertoire of language means of addressing in official genres ([Abdulameer et al., 2019](#)) with respect to the system of means addressed to the modern Russian language, in determining the characteristics of the addressee of formal business writing and in describing its main models, in identifying features of meaningful semantic content and compositional-graphic design of the studied genres from the position of the addressee ([Dementyev, 2000](#); [Dementyev, 2002](#)).

The practical significance of the study consists in the possibility of using the results of this work when studying the section "Official style" in the course "Stylistics of the Modern Russian Language", in the section "Culture of Business Communication" in the course "Russian Language and Culture of Speech", when developing electives and special courses on communication theory and business communication. The research materials may be applied for further study of the "law", "order", and "international agreement" genres, for example, in a comparative analysis of the speech of different spheres of business communication ([Pshenko, 2002](#); [Salimovskiy, 2002](#)). The presented method of researching the expression of communicative-pragmatic meaning in the genres of a prescription can be used in the study of other official business genres and genres of other fields of communication.

The speech structure of the genres of the prescription, in which the direction of the statement "outward" is realized, can be represented as follows: "performative + add-ons or individual statements dependent on it".

The presence of two types of components (one constant verbal component and dependent on it verbal-variable components) in the speech structure of the genres of prescription is explained by the fact that the permanent verbal component, formed by the performative verb, expresses the kind of impulse without indicating the action that the addressee must perform ([Kuznetsova, 2002](#)). Performance verbs require the use of constructions that call this action or actions. An indication of the action(s) is contained in verbal-variable components. Actions prescribed to the addressee are called verbs, the morphological and syntactic representation of which differs depending on the genre - in orders, actions are called infinitive verbs that perform the function of addition, and in laws and international agreements personal and impersonal verb forms that perform the function of predicate offers. In the clauses of the order and the articles of the law and the international treaty, it completes what is not expressed in the lexical meaning of the verb-performative itself. Thus, in the constant verbal component, the idea of impulse is expressed, in the verbal-successive components - the idea of directionality and the idea of action ([Leontyev, 2003](#); [Blatova & Melkov, 2004](#)).

Each genre is a typical statement, compositional-graphic, the content-thematic and linguistic embodiment of which is determined by the specifics of the sphere of communication ([Moody, 2019](#)).

A communicative-pragmatic approach to the study of formal business genres allows you to explore the features of the implementation of the utterance of the statement at the compositional ([Kalbirova et al., 2016](#)), structural and content-semantic levels, to describe the repertoire of means of expression of addressing and the specifics of their functioning in individual genres ([Kryukova, 2003](#)).

The considered genres of "law", "order", and "international agreement" are genres of prescription, which determines the identity of the expressed meaning of addressing - all studied speech works (documents) are speech actions that regulate the behavior of certain addressees ([Kolokoltseva, 2001](#); [Karasik, 2002](#)).

In identifying communicative and pragmatic meanings in the compositional and structural design of the genres of prescription, the authors proceeded from the traditional division of the speech work into a title (document name) and a part of the text. The genre as an object of research allowed comparing the compositional parts of works of different genres with the distribution of information elements (details of documents) in them, to describe their interweaving and

features of the implicit and explicit design of the value of the address. As a result of the analysis of the compositional and structural design of the “law”, “order”, “international agreement” genres, the authors of the article concluded that from the position of the addressee it is advisable to distinguish two blocks, one of which is oriented to the past and the other to the future. In the first block, the communicative situation is shaped by lexical and grammatical means, in the second block, the actions of the addressees are regulated (Volvak, 2002; Goldin & Dubrovskaya, 2002). Two blocks are separated by a genre-forming verb, they do not coincide with the compositional parts and are not related to the location of details in documents.

The study of the peculiarities of the implementation of communicative and pragmatic meaning in the content-semantic side of the genres “law”, “order”, “international agreement” showed that all the described genres express a will, which is formed as a speech act. The genres “law”, “order”, “international treaty” are performative statements, the lexico-grammatical form of the verb in each genre is caused by the addressing situation (Koltunova, 2002; Korotkova, 2004; Kushneruk, 2005).

The stereotype of official speech, on the one hand, and the state-conscious standardization of the content, form, language of individual genres, on the other hand, allows us to describe the repertoire of each genre as accurately as possible. When identifying means of expressing the value of addressing in the genres of “law”, “order”, and “international agreement” and describing the features of their functioning, there was concluded that the main language tool for the design and updating of communicative-pragmatic meaning in prescription genres is a performative verb, which firstly, is a genre-forming tool in the genres in question; secondly, the permanent verbal component of the speech structure of the genres of prescription; thirdly, the main means of expressing the value of addressing, which functions in the genres of prescription; all other multi-level language tools included in the repertoire of means of expressing the value of addressing acquire this meaning in the context of the genre (against the background of extralinguistic factors) (Cook, 2016).

In the repertoire of the prescriptive official genres, three groups of means can be distinguished, with varying degrees of intensity expressing the value of address:

- A special or specialized means of representing the meaning of address, organizing, actualizing, and shaping the meaning of address, is a performative (represented by a verb or its particular form);
- “Active” means (words and constructions with a modal meaning), expressing the direction of the statement “outward” as a stated wish;
- “Inactive” means (nouns and pronouns with the meaning “person”) denoting the addressee, i.e. vector-pointing statements.

The specificity of the communicative-pragmatic meaning of an utterance in the formal written spheres of communication is manifested in the special selection, organization, and functioning of means of language, in the compositional graphical design, and in the content-semantic filling of genres.

## METHODOLOGY

The study was conducted on the material of documents in different areas of official business communication. In accordance with the object and purpose of the study, the choice of material was limited to three genres such as “law”, “order”, “international agreement” as genres that most clearly express the specifics of the legislative, administrative-clerical and diplomatic spheres of business communication and are united by a common function - requirements.

In accordance with the object, subject, purpose, and objectives of the study, the analysis of language material is carried out using such general scientific methods as descriptive and comparative methods, as well as a modeling method. With the help of the descriptive method, the means of expressing communicative-pragmatic meaning in various genres of formal-business written communication are identified, recorded, and systematized. The comparative method helps to identify the general and different in the presentation of communicative and pragmatic values in different genres. The modeling method helps to describe the models of recipients in the genres of various spheres of business communication.

Fundamental to the study of the means of expression of communicative and pragmatic meaning in official business speech, conducted on the material of the genres of “law”, “order”, “international agreement” are the following provisions:

- First, the genres (speech genres) “law”, “order”, “international agreement” are investigated as “certain relatively stable thematic, compositional and stylistic types of utterances” (Bakhtin, 1997). Official business genres as statements have a pragmatic meaning and directional function to the addressee in order to induce him to respond (verbal or non-verbal).
- Secondly, the genre is considered as a unit of speech communication, and not as a type of text (Tatarnikova, 2004). Consequently, in the genre, which is a “link” in communication, by certain means, its communicative and pragmatic orientation is realized to a certain addressee. The specificity of written communication in the official business sphere lies in the fact that the replica-statement of a lively conversation corresponds to a document of a certain genre. Documents submitted by various genres, like replicas, can initiate communication (for example, the order for main activities),

respond to another document (for example, the order for personnel), record the result of communication (for example, an international agreement as a result of negotiations, the law as a result discussion).

- Thirdly, the genre is the implementation of a typical speech situation, therefore, when considering the genres of “law”, “order”, and “international agreement” that function in different areas of business communication, such groups of concepts as extra-linguistic factors are studied and correlated (communication sphere, the form of consciousness, the content, the addressant, the addressee, subject-addressee relations) and the obligatory components of the genre (composition, content, language design).

Official written genres are special speech works, the creation, and functioning of which, unlike the genres of other spheres of communication, are dictated not only by traditions of use but also associated with artificial codification by the state (Hosseinpur & Nevisi, 2020). All written official business genres are united by the general concept of “document”. In a peer-reviewed study, a document is considered as a speech work of the official communication sphere, the language design of which is predetermined by a specific way of its creation and functioning (Orlova, 2002).

The document, unlike literary (Akkuzova et al., 2018), artistic, scientific, and publicistic works, has legal force. The requirements contained in the documents are binding, they are supported and controlled by the state. This extra-linguistic factor provides the communicative-pragmatic orientation of the official utterance to a specific addressee.

A document as a social work assumes the following order of its creation: the existence of a draft document - its editing, obtaining as a result of a document, which, as a rule, is not subject to further changes and functions in the approved form. The stepwise creation of documents will enable repeated (within the allotted time) access to the text for editing, as well as the inclusion of representatives of different stakeholders into the document creation process, which makes the document a collective speech work (Tsvilling, 1986). Control over the creation and use of documents consciously conducted by the state, their standardization and unification has led to a limiting degree of the stereotype of written statements in the formal business communication sphere, which is manifested in compositions (availability of a form), in the content (assignment of a document to each genre of the document) and in language units (use of cliché language forms) of the genre.

The document as a special way of organizing writing in the official communication sphere assumes a specific formulation of the utterance. The compositional construction of documents is based on a constructive principle, which is based on a legally fixed list of details (document information elements), which are variably represented in the composition of documents of various genres. The compositional and graphic design of documents of different genres considers the addressee’s factor. The pre-text part, including the details of the “Document type’s name”, “Title”, is the maximally minimized text content. These details are specific signals for the addressee, indicating the subject sphere of communication. The text of the documents of various genres of prescription is divided into an establishing part, which reveals the causes, goals, and objectives, which served as the basis for issuing a document or justifies the need for its creation, and the prescriptive part, in which the prescriptions are formulated to certain addressees. The post-text part of the document is important for the addressee as a part that reinforces the legal force of the document, i.e. mandatory execution (Stebletsova, 2001; Savinova, 2002).

Requisites, by performing various functions (metatext, instructing, contact-establishing, intensifying, communicative-restrictive), organize an adequate reading of documents (Hynninen et al., 2017). An important guideline in reading the document is the compositional graphic (sections, chapters, articles) and graphic (numbering, font, italics, indentation, spaces) design elements. Compositional-graphic tools play an active role in ensuring the coherence of the text, the logical sequence of its fragments. Compositional-graphic division of any text considers the addressee and reflects the desire of the addressee to delimit one information from another, to identify the most important pieces of information in the information plan. Graphical tools allow the addressee to receive additional, hidden, verbally unspecified information, which is contained in the order of paragraphs.

## RESULTS AND DISCUSSION

The genres "law", "order", "international agreement" refer to prescription genres (express the semantics of will), their purpose is to regulate the behavior of addressees by means of prescriptions. Prescription activities are carried out as an indication of legal liability that occurs under certain circumstances and conditions (for example, in codes), or as an establishment of order and method for carrying out an action (for example, in a constitution or international treaties), or requiring that in official actions (for example, in orders). Considered genres differ:

- The sphere of business communication: the law functions in the legislative sphere of communication, the order in the administrative and clerical sphere of communication, an international agreement in the diplomatic sphere of communication;
- Communicative and pragmatic goals: the law is aimed at regulating relations between the subjects of law, the order is to manage the actions of subordinates, an international agreement is to the cooperation of the parties to the agreement;

- Generic content: the law is a system of rules established by the state, an order is a prescription of a higher authorized person to subordinates, an international agreement is the result of joint actions by equal parties.

The compositional-graphic design and the content-semantic content of the “law”, “order”, “international agreement” genres are predetermined by the following communicative and functional-stylistic features of official genres:

- Firstly, by a special way of organizing a statement: official written speech exists in the form of documents - special stereotypical speech works (utterance), unified and standardized by the state;
- Secondly, by a special way of creating an utterance in the official communication sphere: a document of a certain genre, unlike other speech works, is carried out according to an algorithm described as a process of drawing up a document and giving it legal force;
- Thirdly, by the peculiarities of the functioning of official genres a characteristic phenomenon for official communication is the opening of the dialogue into a polylog through the implicit inclusion of third parties;
- Fourth, by the specifics of business communication: a document of a certain genre is a statement of prescriptive dialogue, the characteristics of which are dialogue in the interests of the initiator, the existence of a presupposition of the right of the addressee to the requirement, and the possibility of its performance by the addressee, "programming" by the addressee of the addressee's behavior.

Ways of studying the addressing and means of its expression, especially their selection in official speech are considered; defined the concept of “addressee of official written speech” and describes the models of addressees in the genres of “law”, “order”, and “international agreement”: the types of situations of addressing implemented in the genres of “law”, “order”, “international agreement” and their specific features are established; revealed the speech structure of the genres of the prescription, expressing the direction of the statement to the addressee ([Schlag, 2017](#)).

In linguistics, there are different approaches to the definition of the concept of "addressing" such as the text category, the function, the functional-semantic and communicative-pragmatic meaning of the utterance, and others. Within the framework of this study, addressing, following I. Chaplygin is the meaning of the utterance associated with the direction of the speech action vector outward, indicating the presence of the addressee and marking it.

The direction of the statement to the addressee in the “law”, “order”, “international agreement” genres is implemented by a specific repertoire of lexico-grammatical means that do not contain formal indicators of the 2nd person value and actualize the value addressed in the context of the structure and semantics of a certain genre, for example:

- The lexical level meaning addressed is updated in the social status of the addressee, which are, as a rule, nomenclature in nature, and also ensured by the use of lexical units with the conceptual semantic expression of will (duty, right, ought, provide, resolve, etc.);
- Morphological level: in formal speech, there are own and common nouns that are selected depending on the characteristics of the addressee; the following verb forms are used predominantly such as infinitive, impersonal verb form, form 3 of the present tense within the meaning of this requirement;
- Syntactic level: in the genres of requirements, the frequency of using grammatical constructions is high, in which the idea of requirements, instructions, recommendations, such as “a word with a modal meaning + infinitive” (which can create, have the right to determine, should be taken into account), “performative + infinitive” (order to create), etc.; another way to design the value of addressing is parallel syntactic construction of the components in the sentence and the sentences themselves in the text.

In the genres of “law”, “order”, “international agreement” as typical statements of different spheres of business communication (nuclear genres of the legislative, administrative-clerical and diplomatic sub-styles of the official style), there are various types of formal style recipients which can be described as models implemented by certain language tools.

A study of the genres of "law", "order", and "international agreement" suggests that the communicative-pragmatic meaning of official business speech is realized at the compositional, structural, informative, thematic, and linguistic levels of the utterance.

1. At the compositional and structural level of the statement, the communicative-pragmatic meaning is expressed in the presence of a special structure consisting of two blocks, one of which is oriented to the genre’s communicative past and is presented in the form of an affirmation (in this block the communicative situation is shaped by the lexico-grammatical means) the other one is in the genre’s communicative future and is designed in the form of prescriptions regulating the behavior of the addressees. Such a structure is a communicative-pragmatic layer of the utterance, which is superimposed on the composition (parts of the text) and the form (an ordered system of information elements) of a particular genre.

The compositional and structural design of the genres of prescriptions considers the addressee's factor, which is expressed in the active use of compositional-graphic (division into sections, chapters, articles) and graphical (using numbering, italics, indents, spaces, a certain font) means.

2. At the substantive and thematic level of the statement, the communicative-pragmatic meaning is represented by volitional semantics, which is implemented in a special way in different areas of official communication.

The volitional semantics contained in the genres of the prescription is differentiated depending on the dominant adjustment of the genre and explicates in certain language units.

With the common goal of the statements of the official sphere to regulate relations between legal entities in different areas of business communication, a certain installation dominates: in the legislative sphere - the fixation on regulating legal relations dominates, in the administrative and clerical sphere - management of actions of subordinates, in the diplomatic sphere - cooperation of the parties.

In genres of requirement, lexical units with conceptual semes of will expression (right, subject, etc.) and grammatical constructions that put forward the idea of requirements, indications, statements, such as "a word with a modal meaning + infinitive" (can create, has the right to determine, should be taken into account), "performative + infinitive" (order to create), etc.

Differences in the presentation of communicative and pragmatic meaning in the genres of "law", "order", "international agreement" are associated with the nature of the activities of the addressee as prescribed. In the legislative sphere, existence is established and the activities of the subjects of legal relations are regulated, therefore in the "law" genre the will is presented as a "command", and the content of the genre is reduced to a system of norms established by the state. In the administrative and clerical sphere, the activity is reduced to managing the actions of subordinates, therefore, in the "order" genre, the will is presented as an "encouragement", and the content is reduced to prescriptions that constitute the "direction" by the actions of the addressees, initiated by a higher authorized person (Syshchikov, 2000; Toporin, 2001; Stenyukov, 2004). In the diplomatic sphere, activity is seen in cooperation, therefore in the genre of "international treaty" the will is presented as "declaration (obligations)", and the content comes down to presenting the results of joint actions.

3. Communicative-pragmatic meaning at the level of language design of a statement is realized through the selection of language means denoting the addressee and expressing addressees, and through the organization of language means actualizing the meaning of address into a special speech structure.

The choice of means denoting the addressee is connected with the peculiarities of the flow of formal communication (written form of speech, legal form of consciousness, etc.) and the specificity of formal business speech (objectivity, non-personal character of speech, prescriptive type of presentation). Nomenclature names are used to designate addresses, reflecting various social and role characteristics of subjects of legal relations (for example, the President, a commercial organization in the "law" genre; the rector, the head of the personnel department, accounting in the "order" genre; Russian Federation, People's Republic of China, Japan in the "international agreement" genre).

To indicate the addressee, as a rule, proper nouns and common nouns are used in the form of the nominative, accusative, dative cases. The name of the addressee often takes the current position of the beginning of a statement (a sentence or a part of a sentence drawn up in the form of separate paragraphs), words by calling the addressee, perform the function of a subject or addition (Formanovskaya, 2001; Urazova, 2003).

In the considered genres, the lexico-grammatical means are used to address the reciprocal relations of inequality in the genres of "law" and "order", and the addressee of equality in the genre of "international agreement". In the "law" genre, relations of inequality arising on the basis of various rights and obligations are actualized primarily in words with a modal meaning (it has the right, should, must, can, etc.). In the "order" genre, the relations of inequality arising on the basis of the hierarchical dependence of the addressee on the addressee are formalized by the genre-forming verb "order". In the "international agreement" genre, equality relations are shaped by choosing lexical units expressing equality and the desire to cooperate, for example, agreed, accepted, good-neighborliness, cooperation, etc.

Communicative-pragmatic meaning and, in particular, the meaning of address a statement is realized in the genres of "law", "order", and "international agreement" using multi-level language means that does not contain the formal indicator of the 2nd person. Such language means to acquire the value of the address in the structural-semantic context of the formal genre.

The study of the features of the selection and functioning of multi-level language means and the specifics of their organization in the genres of "law", "order", and "international agreement" confirmed the assumption that there are prescription language tools in official genres specifically designed to express the meaning of the address. A specialized means of organizing the meaning of address in genres of prescription is a performative, the choice of the lexico-grammatical form of which depends on the type of situation of addressing (on the characteristics of the relations of the addressee and the addressant) (Dressel, 2020).

In the performance of the performative in each genre a specific verb (rarely its special form) appears, which is genre-forming for this genre: in the genre of “law” - “accept” or “accepted”, in the genre of “order” - “order”, in the genre of “international agreement” - “agreed/accepted”.

In each genre, performative has a certain lexico-grammatical form, which is associated with an extra-linguistic basis for the creation and operation of prescription genres:

- In the “law” genre, a verb in the form of 1st person in the present tense (“present timeless” “is accepted” (in the constitution) or a special form of the verb functions - a short past participle “adopted” (in the code); the verb “accept” means an act performed by the subject “in the name of himself” for himself; this verb communicative situation is defined as a situation of self-addressing, in which internal address or self-address is realized;
- In the “order” genre, the verb in the form of 1st person of the present-day tense (present requirement) functions “order”, which indicates the subject’s sole will directed at other subjects of the communicative situation; the verb “order” forms the situation of absolute addressing, in which unconditional address is realized;
- In the “international agreement” genre, the verb is in the form of a past tense plural (meaning past productive) “agreed/accepted”, which formalizes the achievement of mutual agreement between communicators on the fulfillment or non-fulfillment of certain, previously agreed action. In the permanent verbal component, the verb “agreed/accepted” records the situation of reciprocal addressing in which the meaning of the conditional address is realized.

In the genres of the prescription of various spheres of official written communication, there is a special way of organizing language units into the speech structure of the genre, which implements the direction of the statement “out”: “performative + dependent additions or individual statements”. The first component in the genres of the prescription is verbally constant and is represented in the genres of “law”, “order”, “international agreement” by the genre-forming verbs “accept”, “order”, “agreed/accepted” (respectively). These verbs express the actions performed by the addressant but do not indicate the actions that the addressee must perform, therefore such verbs require the use of structures containing prescriptions to the addressee. The second component in the speech structure is dependent, verbal-variable. Verbal-variable components are parts of the utterance, drawn up in separate paragraphs (or articles) of the document, the number, content, and structure of which depends on the specific utterance. Thus, the idea of motivation is expressed in the constant verbal component, the idea of directionality, and the idea of action are expressed in verbal-variable components.

The description of the repertoire of linguistic means of expression of address in the genres of “law”, “order”, “international agreement” and the revealed specificity of these means against the background of generally accepted means of address makes, in the authors’ opinion, a revision of nuclear and peripheral means of address within the official style.

In each document, the addressee (or addressees) is indicated by naming the subject of legal relations, the provision, or actions of which are regulated by the rule. The recipient of the document can act not only as an individual as a subject of legal relations (parent, citizen, etc.) but also various associations of people (enterprise, State Duma, etc.). This property allows you to select three types of recipients such as a single (child, President, employee, etc.), collective (institution, legal entity, production cooperative, etc.), complex (for example, the state).

***Regardless of the quantitative and structural criteria, the addressee real or real potential.*** The addressees, characterized by the reality of existence, at the time of the creation of the document are a closed group of subjects of legal relations, i.e. class units are amenable to calculation ([Derakhshan, 2020](#)). Representation of the addressee as real-potential implies that the class of such subjects of legal relations exists, but it can replenish or decrease, therefore any parametrized model of the real potential addressee is a relatively open group. According to the status of the addressees can be equal to the addressee and unequal to him ([Tracy et al., 2020](#)). The addressee is equal to the addressee most often when the statuses coincide (the citizen-addressee is equal to the citizen-addresser, the state of the addressee to the state-addressant). The inequality of communicants implies that they are hierarchically dependent on the addressant, as in the genre of “order”, or in relation to inequality arising on the basis of various rights and obligations, as in the genre of “law”.

All the variety of recipients in the genres of “law”, “order”, “international agreement” can be reduced to the following main models:

- The parameters of the addressee;
- Genres;
- Quantitative and structural approach;
- Reality ([Antúñez & Contreras, 2016](#));
- Potentiality;

- The status of the addressee in relation to the addressee ([Tang, 2020](#));
- Complex Organized Real Unequal Law;
- Equal International Agreement;
- Collective Real-potential Unequal Law;
- Real Order;
- The Uniform Real-Potential Unequal Law.

The models of addressees of individual genres and their lexical and grammatical presentations are determined by extralinguistic factors underlying the communication situation. The destination is one of the most important components of the communicative situation of addressing ([Walker, 2020](#)). The addressing situation is considered as a situation of communicative interaction, in which the vector orientation of speech from the addressee to the addressee is actualized. The specificity of an addressee's situation is that it contains certain addressing relations in which the value addressed is realized by various linguistic means.

***The situation of addressing in the genre of "law"***. In the legislative sphere, the creator (addresser) and performer (addressee) of the law is the same person - the state, but this implies different filling of the concept: the addressee means the state as the legislator (representative body or people expressing their will during the referendum), and under the addressee - the state as a system of its subjects. In such a situation, considering the specifics of communicants, it can be said that the addressee sends a message to himself, therefore the addressing situation, which is reflected in the "law" genre, was designated as a self-addressing situation ([International Law Dictionary, 1986](#)).

In the basic law of the state, the meaning of addressing is actualized by the pronoun of the 1st person plural "we" and the verb form of the 1st person plural present tense "accept". In the "law" genre, the value of self-addressing is represented in the form of a state establishing status in the person of the legislator of its status.

Separate statements in the "law" genre, designed as articles of the law, do not contain formal means of expressing an address. The value of addressing is realized implicitly and is extracted from the general context of the utterance - the will of the state. The direction of statements is ensured by their belonging to the official communication sphere, "inscribing" in the document, which has a communicative-pragmatic orientation ([Kadar, 2020](#)), consisting of the implementation of the requirement of social relations between the subjects of law.

***The situation of addressing in the genre of "order"***. The specificity of the official speech excludes the possibility of using means of language in the design of a situation that expresses the meaning of the 2nd person, therefore the situation of absolute addressing in the "order" genre is formed using the verb in the form of the 1st person singular "ordering", which expresses the will sent to a specific destination. The specificity of the design of a situation of absolute addressing in the "order" genre is related to the direction of the utterance containing the requirement, not to a specific person, but to a person occupying a certain position, or to a group of people united by performing a certain function ([McConachy, 2019](#)).

In the situation of absolute addressing, reflected in the "order" genre, the meaning of unconditional address is realized. The main means of expressing the meaning of unconditional address in the "order" genre are performative (order) and infinitives in imperative meaning (accept, approve, work out, implement, etc.).

***The situation of addressing in the genre of "international agreement"***. The situation of reciprocal address, realized in the "international agreement" genre, is probably possible only in written form since it arises when a text is co-created by an addressant and an addressee, between which an equality relationship has developed.

The text of an international agreement is developed mainly in negotiations, whereby mutual concessions and compromises ([Yan, 2016](#)), the project is subject to change until it is acceptable to all participants. Thus, the contract is the result of the joint activities of the parties. The addressees of such a text are all participants of communication and each one at a time. The situation of reciprocal address in the "international agreement" genre is formed by a reflexive verb in the form of the 1st person plural "agreed" or "accepted" ([Bolshakov, 1985](#); [Bogdanov, 1990](#)).

In a situation of reciprocal addressing, represented in the "international treaty" genre, the meaning of conditional addressing is realized, which "extracts the addressee from a statement that does not contain specialized (direct, unconditional) elements of addressing in any one part of it". For example, in the statement: the participating States will not join military alliances or take part in any groupings of states, as well as in actions directed against another state party.

Despite the fact that the genres of "law", "order", and "international agreement" are based on different situations of addressing, the same speech structure is implemented in them as prescription genres. In each of the genres under consideration, there is a constant verbal component and verbal-variable components dependent on it ([Alpatov, 2002](#)).

The permanent verbal component in prescription genres is represented by a performative expressed in the genres under consideration by one lexico-grammatical class of words - a verb (rarely its special forms), which is genre-forming for the

genre; in the genre of “law” – “accepted” or “adopted”, in the genre of “order” - “order”, in the genre of “international agreement” - “agreed/accepted”.

The permanent component is located at the junction of the stating part, reflecting the communicative past, and the prescriptive part, oriented towards the communicative future of the utterance. In the genres of “law”, “order”, and “international agreement” the permanent component is included in various compositional parts: in the genre “law” the permanent verbal component is included either in the preamble (as in the constitution) or in the subtitle (as in codes), in the “order” genre - separates the executive part of the text from the stating part; in the “international treaty” genre is in the final formula of the preamble. The communicative future of each genre in question is represented in verbal-variable components ([Mikhailova, 2003](#)).

Verbal-variable components are parts of an utterance drawn up by separate paragraphs (or articles) of a document, the number, content, and structure of which depend on the particular utterance. In each genre, there is a tendency to predominantly use a certain form of a verb: in the “law” genre verbs predominate in the present tense form, in the “order” genre mainly infinitives are used, and in the “international treaty” genre an increase in the proportion of verbs in the future tense is found.

Equivalence relations between verbal-variable components are transferred by their enumeration. When listing the structure of the statement is potentially open, the number of variable components is grammatically unlimited. Relations are formed with the help of parallelism of constructions: the same word order, unity of verb forms ([Kadar, 2017](#)). The formal indicator of parallel subordination is numbering.

The addressee of official business writing is a depersonalized, socially defined, stereotypically represented the subject of legal relations, the model of which is implemented in official business genres by a special set of language means ([Oxford, 2017](#)). Teaching and researching language learning strategies: Self-regulation in context (2nd ed.). New York: Routledge). The characteristics of the addressees of formal business writing are determined by the peculiarities of the legal form of consciousness, the focus of speech on the modeled addressee, and not on the specific real-life addressee; social assignment is manifested in the formation by the state of the types of subjects (and, therefore, of addressee) of legal relations, based on the social needs of society; stereotype underlies social relations and is maintained in society by the regular repetition of situations of verbal communication.

The choice of a genre as an object of research enables the two-way consideration of a statement such as “from the inside” as a speech stream consisting of separate language units, and “from the outside” as a unit of communication with a certain compositional and informative design. With this approach, it is possible to see how the compositional structure of the genre intertwines with its speech structure and how the contentive-thematic content and semantics are implemented in a particular genre.

The considered genres of “law”, “order”, and “international agreement” belong to different spheres of business communication: they differ in the models of addressees and the addressee relations.

In the “law” genre, relations between communicators are formed on the basis of their mutual rights and obligations; the addressee of the law is someone who is endowed with some status and performs a certain role in society. The status-role basis of the addressee’s model of the law leads to the fact that the addressees of the laws are diverse: from a person-citizen to a state, this implies both actual recipients and potential ones ([Brandes, 2004](#)).

In the “order” genre, hierarchical relations are implemented that can be described as “superior-subordinate” or “superior officer – inferior” relations, therefore the recipient’s “subordinate” model is limited to single (a person occupying a certain position) or collective (division, department, branch, etc.) real-life addressees.

In the “international treaty” genre, relations between subjects are relations of equality. International relations as subjects of legal relations represent the state, therefore the addressee’s model is reducible to the state as complexly organized, as a rule, really existing one ([Kaur, 2020](#)).

## CONCLUSION

Therefore, the genres of “law”, “order”, and “international treaty” reflect various situations of addressing such as the situation of self-addressing, the situation of absolute addressing, and the situation of reciprocal addressing (respectively). The design features of these situations in the genres under consideration are related to the specifics of communication in the official business area, which can be summarized as the only subjects of legal relations can be communicators of formally-business written communication ([Hofhuis et al., 2016](#)); the legal form of consciousness predetermines the prescriptive type of dialogue; speech works (statements) are created according to the algorithm developed by the state; the genre canon is unified and standardized; speech works function as socially significant statements ([Pradhan, 2016](#)); the form of the organization of writing is a document and formal written business communication is a text communication; the exchange of documents of a particular genre, while often the dialogue opens in a polylogue by implicitly included in the communication a certain circle of addressees ([Aznabayeva, 1998](#)).

The business itself requires scientists (including linguists and communicators) to propose methods to increase its effectiveness, for example, by optimizing communication. The role of communication in business and management is widely recognized. While working, people inevitably establish communicative relationships with each other - vertical (hierarchy of company management) and horizontal (teamwork, communication with colleagues). Business is interested in increasing the effectiveness of communication, including the following formats: communication between the boss and the subordinate, potential and received meaning, feedback, organizational climate, and corporate culture (Kriyantono & McKenna, 2017), relations of the management vertical, prevention and resolution of conflicts (Kadar et al., 2019), consensus and disagreement, impact and persuasion, the public speech of the leader, communication in a team (team building), communication barriers, interviews in the selection of candidates and personnel assessment, reporting, intercultural business communication, internal corporate language (increasingly – English (Schreiber, 2017; Qi, 2018; Boonyarattanasoontorn, 2017).

Communicative-pragmatic competence has become an integral characteristic of a successful businessman and leader. It has been proven that being a strategic manager means being a communicative manager.

The materials of this article can be used in the study of the disciplines "Ethics of Business Relations", "Business Communication", "Psychology of Business Communication", "Psychology of Management", "Business Linguistics" in higher and secondary educational institutions.

### LIMITATION AND STUDY FORWARD

The study is limited by the sphere of business communication in linguistics. In the framework of this work, the value of address was considered as one of the components of communicative-pragmatic meaning. It is promising to study other components of communicative-pragmatic meaning (imperativeness, assessments, etc.) in various genres and forms of official speech. The study of the topic can be continued on the material of informative genres and genres of the petition, functioning in different areas of official communication, which will help establish the full range of means of expressing communicative-pragmatic meaning and, in particular, means of address in an official speech.

### ACKNOWLEDGEMENT

The authors would like to express gratitude to Abai Kazakh National Pedagogical University, Department of Linguistics, and Suleyman Demirel University, Language Education Department, for supporting their scientific research.

### AUTHORS CONTRIBUTION

In this research, Karlygash Shokhayeva contributed to the implementation of the research. Ainur Kalniyazova contributed to the analysis of the data and the results of the study. Yerzhan Aryn contributed to the writing of the article. Yerlan Assembaiuly contributed to the idea of research and scientific sources. Nuraly Otegen supervised the finding.

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