

ANNOTATION

of thesis for the PhD degree in the specialty: “6D021000-Foreign Philology” by Karibayeva Buadat Yessirkepovna on the topic: “Conceptual linguocultural analysis of the basic models of “business communications” in the context of international interaction on the material of English and Kazakh languages”

Business is one of the most important spheres of social and individual life. Therefore, business communication deserves the close scientific attention of linguists. For the modern business sector and society, the material basis of which is created as a result of business activity, the study of business communication is becoming increasingly relevant to improve the efficiency of business communication as a way to achieve better business performance in general.

The choice of "business communication" as an object of analysis stems from:

- the most complete representation of the “business context” in its subject-process content as **a business communication system**;
- its universal recognition as the most common type of “business communication”, and, therefore, defined as the basic construction unit of “business linguistics”;
- the incompleteness of its research only in the format of “business discourse” (DB), which is **the micro-level object**, referred to as a purposeful communicative situation;
- the justified necessity to study "business communication" as **the object of "macro-level communication"** in the whole variety of its typical manifestations as business interaction with its pragma-communicative reflection specificity;
- **the multidimensionality of the integrative structure of “business communication”**, based on the data of a number of sciences, which determines its complex nature and the necessity of the integrated research methodology (cognitive and conceptual, intercultural and communicative, functional and pragmatic, etc.);
- Accordingly, it is expedient to formulate one of the targets to ensure the functional and pragmatic specification and typology of “business communication” as a macro-level object, including and ensuring the functioning of the variability and diversity of micro-objects of “business communication” as possible vectors of business options (business discourses, business sites, interviews, etc.).

The relevance of the research is due to the following:

- the formation and intensive development of “**business linguistics**” (**BL**) as a modern demanded applied science field based on the multicultural reality of international interaction and communication;
- the necessity to single out “business communication” (BC) as **an independent and integrative-complex object** of a cognitive-conceptual and intercultural-communicative research in the context of international interaction;
- the increased socio-economic demand for the universalization and typology of “business communication (BC)” for targeted assignments: organizational, managerial-corporate, business-analytical, strategic, commercial, etc.;

- the necessity to ensure the internationally universal systemic adequacy of domestic formations of “business communications” (BC) for the success of domestic business in the world market based on permanent research and inclusion of the competence register of business situations in the communicative business communication that provides business and communicative flexibility and domestic specialists’ operational readiness;

The noted list of issues predetermines the main targets of the research and the proposed solutions for a number of them.

The object of the research is the process of functioning “business communication” as a cognitive-conceptual and intercultural-communicative integrative model of interaction.

The subject of the research is business negotiations and their functional-communicative models in Kazakh and English intercultural communication.

The purpose of the research is to identify models and methods of the cognitive-conceptual platform of business negotiation concepts for ensuring business communication in the English-Kazakh intercultural and pragmatic business interaction.

The aim and hypothesis determine the necessity to solve the following tasks:

1. To justify the development of "business linguistics" (BL) as a modern and popular scientific and applied field based on the multicultural reality of international interaction and communication;

2. To determine the component composition of the basic communication strategy of business negotiations on the criteria of intercultural differences and belonging to the social systems of communicators;

3. To identify the functional and pragmatic features of the lingua-cultural component of the negotiation communication at the micro and macro levels and give a typology of BCs.

4. To identify modern universal spheres of concepts of “business communication” as the basis for the functional and communicative modeling of “business strategies” in the context of international business contacts on the material of the English and Kazakh languages.

5. To determine the functional and pragmatic specification of the “business negotiation frame” in the model of "international commercial-contractual business communication".

Research materials:

Research materials include the negotiation process theory, correspondence materials of Kazakh and European, British business organizations, negotiation materials of a cognitive-associative experiment, totality of presuppositions (possession of information about the partners). Limited opportunities of the main and specific types of verbal business communication become complicated by low access due to the implementation and observance of the unspoken rule on professional and corporate secrecy for researchers. We were guided by the experience of the foreign researchers, who determine the process-result trajectory and the course of negotiations on the basis of preliminary organization-managerial and preparatory consultation on the procedure and objects of an agreement. The

preliminary documentation is conducive to forecasting the course and results of negotiations, taking into account mentality, national and cultural values.

Research methods. In our work, we relied on the fundamental ideas and principles of modern methodology in scientific knowledge, such as:

1. Comparative analysis of business communications in the English-Kazakh intercultural and pragmatic business interaction;

2. Integrative cognitive-conceptual analysis of business negotiation concepts in linguistic and cultural comparison in the Kazakh-English business negotiation concept spheres.

3. Frame modeling of “business strategies” in negotiating “business communications” for the purpose of their functional and pragmatic universalization;

4. Typologization of possible “business negotiation” forms of “business communications” that coincide in the analyzed languages.

5. The method of cognitive-associative experiment.

Theoretical and methodological base. The following underlying theories served as the theoretical and methodological basis for the research:

1. **Theory of intercultural communication.** High- and low-context cultures theory by E. Hall, cultural dimensions theory by G. Hofstede, cultural literacy theory by T. Hirsch are among the well-known modern theories of intercultural communication. The works of A. Villemoes, P. Van der Wijst and Jan Ulijn are devoted to the problems of significance and differences in various cultures, which are attached to the concepts, such as “politeness”, “disagreement” in business negotiations and their individual forms and functions in negotiations.

2. **Theory of cultural literacy** (E. Hirsch). It makes a prerequisite for effective intercultural communication - the proper level of cultural literacy, on which negotiations without failures depend.

3. **Theory of negotiation is represented** by D. Francis, J. Rehbein, H. Marriot, A. Firth, J. Fendt, Yamada, Konrad Ehlich, Johannes Wagnes and others. Researchers emphasize the need to build negotiations of an international character, taking into account its intercultural orientation, which makes it necessary to ensure its organization in the format of directly direct intercultural communication (J. Rehbein, H. Marriot, A. Firth and etc).

4. **Theory of linguistic pragmatics**, such as B. Paltridge, R.A. De Beaugrande, M. Stubbs, J. R. Searle, G. Parre, F. Kiefer, R.S. Stalnaker, G. Grice, D. Gordon, J. Lakoff, T. van Dijk, and others.

5. **The cognitive pragmatist** C. Morris, C. Pierce, J.L. Austin, J.R. Searle, Z. Wendler, I. Varner, G. Poncini, C. Nickerson, K. Ehlich and J. Wagner, H. Kalla and etc., E.S. Kubryakova, N.V. Naumova, R. Botvina, Blakar, A.N. Baranov, O.S. Issers, N.N. Boldyrev.

6. **Frame theory and framing business situations:** M. Minsky, Lenecker, T. Klausner, W. Croft, J. Faukonner, C. Filmore, business contracts and their project models. (I. Varner, G. Poncini, C. Nickerson, K. Ehlich and J. Wagner, H. Kalla).

Scientific novelty and theoretical importance of the research is as follows:

The use for comparative study of Kazakh and English language business communication:

- **integrative linguistic-cultural and cognitively conceptual analysis** in order to identify concepts in the business negotiation concept spheres universal and specific for the Kazakh and English language;

- business communicative frame universalization of “business negotiations” based on functional and pragmatic modeling of “business strategies” in the context of intercultural business contacts;

- determining the **basic types and possible formations of business communications (BC)** used in business communications, which coincide in the analyzed languages;

- identifying of typical characteristics in the creation of **comparative conceptual and communicative matrices** - to determine the universality and differences in the composition of key units in the conceptual sphere.

Practical importance of the research is:

- selection of subject contents of business communications for: a) **business practitioners** with the aim of improving professional and communicative skills of negotiation; b) **start-up entrepreneurs** who are ready to negotiate on modern strategies and models of negotiation; c) **research of discourse analysis and “business communication”**, which distinguish “business negotiations” as an independent, comparatively poorly studied object of verbal communication from theoretical and practical point of view.

Theoretical importance of the research is:

- use for comparative study of speech-communicative models of Kazakh and English-speaking business communication;

- consideration of “business communication” as an object of linguocultural and cognitive conceptual integrative analysis aiming to identify universal and specific Kazakh and English concepts in business negotiation concept spheres;

- study of “business communication” and its “business negotiations” object as frame universalizing models of “business strategies” in a comparative framework and definition of their main “business strategies and tactics”;

- description of the basic types and possible formations of business communications (BC), coinciding in the analyzed languages;

- determination of typical characteristics in the creation of comparative conceptual and communicative matrices in order to determine the universality and differences in the composition of the key units in the conceptual spheres.

The following provisions are to be defended:

- “Business Communications” (BC) is an independent and integrative-complex object of cognitive-conceptological and intercultural-communicative research in the context of international interaction and consists of **a business organizational-planning type of business communication (BOPT) and a business-performance-type of business communications (BPT)**;

- Business communication is structured in the form of “business negotiations” frame-based universalization based on functional and pragmatic modeling of “business strategies”, which include: “**contact-setting tactics**” that ensure **the first meeting** of those responsible for conducting negotiations on both parties and who accompany the course of international commercial interaction by the following tactics: **commercially-mutually coordinating, corporate-business-planning, normative and regulatory, process-corrective, efficiently-estimating**;

- Based on a comparison of Kazakh-English business negotiation processes, the specificity of the integrative cognitive-conceptological concept sphere of business negotiation concepts in the linguocultural aspect through central and peripheral areas of conceptualization of the results of a cognitive experiment reflecting speech-communicative models of Kazakh and English-speaking business communication is revealed. Comparison results determine the degree of discrepancies between the ways of “objectifying” cognitive concepts in the contacting languages in the context of intercultural communication in a single area of “commercial-contractual negotiations»;

Approbation of work. The results of the scientific research were published in 15 articles in scientific journals as «Абай атындағы ҚазҰПУ Хабаршысы, «Филология ғылымдары» сериясы, №1(49), 2014 ж 82-87 р, «М.Өтемісов атындағы Батыс Қазақстан Мемлекеттік Университеті БҚМУ Хабаршысы» «№ 2 (58) – 2015. М.Өтемісов атындағы Батыс Қазақстан Хабаршысы 267-271 р, «Л.Н.Гумилев атындағы Еуразия ұлттық университетінің Хабаршы журналы»№3 (106), 2015, 154-157 р, «IJASOS International e-Journal of Advances in Social Sciences», «PEOPLE: International Journal of Social Sciences»p.1455-1462 Special Issue Volume 2 , Issue Number 1, IJASOS International e-Journal of Advances in Social Sciences p.238-241, April 2016 Vol 2, No 4 (2016), № 1 (69) – 2018 М.Өтемісов атындағы Батыс Қазақстан Мемлекеттік Университеті БҚМУ Хабаршысы 240-247 р, International Journal with an ISSN number ISI Citation Indexes. Dubai, UAE. 24-25 February 2016, [«Journal of Language and Literature»- 2016.-V.7 –Iss. 1. pp. 120-122. DOI: 10.7813/jll.2016/7-1/18 DOCUMENT TYPE: Article SOURCE: Scopus , International Journal of Speech Technology.- 2017.-V. 20.-Iss. 4.- pp. 779-785. DOI: 10.1007/s10772-017-9450-0 DOCUMENT TYPE: Article SOURCE: Web of Science Core Collection and Scopus , Social Semiotics. Impact Factor 0,484 - 2018.-V.-28 – Iss. 2. - pp. 286-296. DOI: 10.1080/10350330.2017.1392133 DOCUMENT TYPE: Article SOURCE: Web of Science Core Collection and Scopus](#), as well as reports as follows: Discourse «IV International Discourse-Analysis Round Table» June 25-28Poland, Olszhtyn, 2014 , 3-rd International Conference on Education and Social Sciences. International Journal with an ISSN number ISI Citation Indexes. Web of Science Core Collection (Thomson Reuters) Istanbul, Turkiya, 8-10 February 2016,International Conference on Education, Language and Psychology (ELAP).

The volume and structure of the thesis. The thesis consists of an introduction, 3 chapters, conclusion, list of references and appendix.