

## FUNCTIONAL-PRAGMATIC AND INTERCULTURAL- COMMUNICATIVE PARAMETERS IN THE TYPOLOGY OF BUSINESS COMMUNICATIONS

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**Abstract.** This article considers the ways and possibilities of developing *typologies for the category of business communication*. The aim of the article is to identify the criteria for the typologization of business communication. It should be noted that typology in business communication is intended to determine the communicative-contextual environment and conditions of negotiations that require the accommodation of the participants. In this aspect, this article is a logical continuation of the scientific-theoretical and paradigm-based interpretations of the concept of communication, which is quite fully used in the analysis of business discourse. In this regard, the authors solved the following tasks: to determine the criteria for ranking types and subtypes of professional and business communication and to classify and structure them to adapt the sociopragmatic typology of business communication with the so-called sociopragmatic intercommunicating principles. To solve these tasks, the modification of cognitive-pragmatic technology was studied, which includes the components of Relational Pragmatics (RP) in the assessment, such as participants, language, and context. The study and analysis of these aspects enabled us to analyze the intercultural business communication strategy, which is a more significant and effective new construct than the sum of its constituent components beyond integrative functioning. Such methods as case study and critical analysis were utilized during the research. The scientific novelty of the research lies in the fact of defining the categories of business communication. The theoretical significance of the article is underlined by revealing business-communication classification criteria from different scholars' points of view. The practical significance lies in the possibility of using the research results in teaching business communication and relational pragmatics.

**Keywords:** business communication, typologization, Relational Pragmatics, intercultural communication, business discourse, communication, sociopragmatic typology, context

### Basic provisions

In the existing works on the development of classification and typological criteria for ranking types and subtypes of professional and business communication, the choice of the theoretical basis of typology by researchers, first of all, depends on the choice of one of the paradigmatic set of approaches in the interpretation and understanding of "communication". Accordingly, typology in "business communication" is predetermined by the choice of one of the bases for its classification: cognitive-symbolic, socio-psychological, functional-communicative, communicative-culturological, socio-pragmatic, intercultural-communicative, cognitive-linguo-culturological, etc.

Classifications based on any of the above scientific-theoretical and paradigm-based interpretations of communication are quite fully used in the analysis of business discourse [1, 2, 3, 4].

From the standpoint of the intercultural-communicative specification of business communication (hereinafter referred to as BC), in foreign studies in the typology of BC based on the communicative-contextual environment and conditions (in negotiations, for instance) that require the accommodation of participants, it is considered eligible to single out 3 interconnected basic components in intercultural communication: social, linguistic and cognitive, based on the functional integration of which such a characteristic of business communication as intercultural communication is provided. Acting as a classification criterion, intercultural communication is used to typify the sociopragmatic function of BC in terms of its refraction through contacting cultures in intercultural and communicative business interaction [1].

### **Introduction**

The sociopragmatic interpretation and emphasis of this component in the selected classification criterion as intercultural communication allowed researchers [5] to introduce the so-called “**sociopragmatic intercommunicating principles**” (SIPs), which also provide a sociopragmatic typology of BC.

- Noted principles (SIPs) as a **sociocultural indicative scale** are designed to determine the degree of normative sociopragmatic in the productive or interpretive use of the language in BC in intercultural and communicative interaction. At the same time, the refusal to implement these principles as normative ones led to a decrease in the estimated indicators of BC. The authors of SIPs demonstrated their similar indicative objectivity in different cultures and multicultural conditions through comparative studies of the use of SIPs in China and England based on objective data [6].

- Using a sociopragmatic approach, K. Kopitko identifies another classificational approach, designed to clarify indicators more objectively, which is designated by the concept of Relational Pragmatics, which is a conditional translation means: related to pragmatists as a more holistic indicative cognitive-pragmatic technology, including Relational Pragmatics (RP) components in the assessment, as participants, language, context. This sociocognitive self-evaluative basis includes three components, namely:

1. the cognitive-contextual components include knowledge blocks, evidence-argumentative blocks, dynamic information processing, thinking, perception, and attention;
2. the affective component of the RP context is associated with the personality of the participant, relationships, desires, etc.
3. the cognitive component of the context includes motivational-target indicators of the strategic use of languages.

More concretizing in the definition of intercultural business communication (IBC) is the conceptual model of I. Varner, where 2 basic components of IBC are distinguished, namely: business strategy, intercultural strategy, and integratively

forming an intercultural business communication strategy. Intercultural business communication strategy is a more significant and effective new construct than the sum of its constituent components beyond integrative functioning [7].

### **Methods and materials**

Due to the expansion of the areas of demand for BC, the need to stratify the organizational and managerial aspects of business communication, functional-structural and socio-organizational criteria for the typology of business communication, business texts, and business communication are developing. They are based on the method of functional goal determination with the principle of typology of these objects according to their functional purpose. These include instructive-managerial, regulatory-legal, commercial-contractual, professional-organizational, etc., aimed at internal organizational-managerial decisions in the form of written instructive documentation with an electronic communicative form of corporate discussion, which is a form of widespread electronic business communication.

The problems of classification of managerial communication and their research both in business discourse and in business communication were investigated as follows:

Fendt (2007) [8] defines communication as a type of directive management in the implementation of a particular BC format – pragmatic targets for the exchange of views for decision-making.

Yamada developed a functional type of BC, which is understood as the organization and management in the format of a business meeting, the management council. He also analyzes the intercultural-communicative interaction of meeting participants [9] and identifies and qualifies such samples of BC, which pragmatic-communicative orientation is due to the task of achieving a certain desired result.

One of the modern widespread methods of analysis of managerial communication is the use of the case method as a specific methodology for studying the potential of BC. This method, combined with critical analysis, is used by S. Livesey in the analysis of corporate discourse, and by J.O. Rourke in the analysis of the type of communication in management.

From the position of managerial communication, the organizational typology of such subtype of BC as business negotiations and ways to stimulate them is also known [10], which defines 3 perspectives possible in business negotiations, for which they are qualified according to research interests or purposes (1) by businessmen to improve professional-communicative negotiating skills; 2) by budding entrepreneurs preparing themselves for modern negotiation strategies and models through training; 3) by researchers of discourse analysis and business communication, who single out business negotiations as an independent object of verbal communication insufficiently studied in comparative terms from theoretical and practical positions.

From the above review of existing approaches to the typology of business communications, the following types of classifications of business communications can be noted as the most recognized:

- intercultural-communicative typology of sociopragmatic functions of BC [2] and others;

- sociopragmatic typology of BC with the identification of sociopragmatic intercommunicating principles (SIPs) that contribute to the classification of BC based on these principles according to the degree of their normative sociopragmatic in different cultures in a multicultural environment [6];

- a sociocognitive-pragmatic classification that identifies and evaluates BC through the degree of integrative interaction of three basics (participants, language, context), manifested in the sociopragmatic influencing force in BC (Relational Pragmatics – K. Kopitko);

- intercultural business-communicative-strategic approach to the classification of BC, where the noted characteristics in interactive functioning can provide stratification of BC depending on the quality of their symbiotic manifestation [7];

- modern and organizational-demanded is the functional and managerial stratification of the BC, and its basic principle of typology is the functional aim and purposefulness of the BC or its subtypes: managerial, functional, organizational, regulatory, directive-managerial, etc. – [8, 9, 10].

### **Results and discussions**

Since the object of our specific research interest is the peculiarities of the functioning of the BC and the types of BC that provide business-communicative interactions in a multicultural environment, the subject area is chosen as intercultural-communicative and functional-pragmatic types of indicators that are most fully manifested in the format of negotiations and determine their implementation potential in the contacting Kazakh and English languages in business communication.

The main object of our study, in this case, is business negotiations as a specific and complex type of BC. The analysis of intercultural and cross-cultural interactions at such an object as business negotiations, like any other object, should be based on existing domestic and foreign experiences during a cross-cultural comparative analysis.

Another task is to choose the methods of qualification-typology assessment and create their typology for projecting onto the object of development of this research, namely: business communication in its cross-cultural provision in the English-Kazakh intercultural-pragmatic business interaction.

Although the conceptualization of cross-and-intercultural business negotiations as the main, specific type of verbal business communication is complicated by their inaccessibility due to the operation and observance of the unspoken law of professional and corporate secrecy for those involved in the negotiation process, there is an experience of foreign researchers to determine the process-resulting trajectory and the course of negotiations based on preliminary organizational-managerial and preparatory coordination of the procedure and objects of the contract on predicting the course and results, based on the mentality, national-cultural values, behavior patterns and specific cultural strategies for intercultural communication, the degree of interest of the parties in a certain result, etc.

In foreign studies devoted to the topic of business negotiations, the separate solutions are distinguished in business interaction, which is based on the generalization of the experience of conducting intercultural and cross-cultural business communication, in particular, J. Rehbein [11]:

1. developed a general algorithm for buying and selling;
2. characterized negotiations as a process of decision-making by the buyer and seller in the form of a step-by-step process;
3. revealed that in international negotiations there is a tendency for repetitive structures and blocks, such as communicative returns, not functionally adequate explanations, etc.
4. Marriot [12] – also emphasizes the complex structure, step-by-step process, interaction, and sequence of communication-discussion with the analysis of individual aspects of progress toward the final decision based on the study of the Australian-Japanese process of “buying and selling”.

Firth [13] – emphasizes the frame-fixed nature of negotiations but indicates that they do not have the format of predictability, given as a fact, but represent a result that is socially and organizationally comprehended through and in the course of communicative action. A. Firth also describes such a specific type of business contract, which is a **telecontract**. M. Charles [4], exploring negotiations conducted by native English speakers, focused on the aspect of differentiation of power, characteristic for the positions of the buyer and the seller, thus identifying indicators that describe the concepts of power and power shifts.

Lans Fant believes based on research that the main differences in international negotiations are caused by the stability of national-cultural mindsets and traditions, which, despite the universalizing formats for negotiating on the American model, remain stable risks in negotiating. They are caused by differences in the understanding and national assessment of such concepts as *time, efficiency, purposefulness, straightforwardness, focus*, etc. The researcher demonstrates and illustrates with examples how these differences are reflected in the “negotiation strategy”, and “organization of sequence”, on the conclusions of the negotiations, processes of interaction between participants, etc.

Grindsted [14], defining “negotiations” as a specific object of communication, compares the ways of organizing verbal communications during the Spanish-Danish negotiations, where he reveals that these national groups complicate the negotiation process due to the discrepancy between their attitudes in assessing the speed and time spent to achieve the aim in the negotiations.

Flamming G. Andersen studied the preferences of national groups in the choice of speech communication means, which creates either interference or speeds up the course of negotiations. So, for example, English-Danish business communicators use inter-and-intra-text repetition to stimulate the course of negotiations. Although repetitions are often prohibited by the requirements of negotiations, their role in ensuring the progress of negotiations cannot be denied. But in the conditions of intercultural-communicative business negotiations, Danish and English representatives of the parties use them to perform different functions: the Danes – to complete certain aspects or topics; and the British – to further advance the topic.

The works of A. Villemoes, P. Vander Wijst, and Jan Ulijn are devoted to the problems of significance and differences in different cultures, which pay attention to such concepts as politeness, disagreement in business negotiations and their separate forms and functions in negotiations.

Particularly productive in the study of BC in terms of contact between representatives of different cultures can be called the work on identifying risks in business interaction and negotiations by G. Poncini [15], who revealed the presence and effectiveness of the manifestation of flexibility and adaptability of participants of business meetings to each other, which caused us the need to deny our attitude on limiting national stereotypes and the need to introduce their interpretation that we have put forward earlier.

Some researchers of BC processes in intercultural and communicative conditions and a multilingual business environment and interactions have concluded that it is important how the participants build work to find the right solution, which includes mutual knowledge and free orientation of both parties in the content of the contract object, proper organization of negotiations, preliminary agreement on certain aspects, etc.

### **Conclusion**

The above-mentioned variety of approaches to the study and definition of business negotiations and negotiations as objects of research, it would seem, testifies to their comprehensive study. But we concluded that, firstly, business negotiations are considered outside the system of business communication, and secondly, works on the analysis of the structural-organizational principle of negotiation are predominant [11,12,13]. Works on the conduct of international negotiations or on the specifics of the manifestation of national-cultural mindsets in specific contacting cultures in international interaction also predominate (F. Grindsted [14], Flamming G. Anderson, Lanstant, etc.) within the framework of “negotiations”.

Having studied approaches to the implementation of BC, we concluded that in the same works in which research is being carried out **to find a theoretical and methodological**, more globally applicable **approach** in the classification description of negotiations, their modeling, as well as in the actual planning of negotiations, the works are most often based on psychological or ethnographic and cultural messages in determining the basics of BC. For example, the authors of a work devoted to business negotiations in the format of discursive presentation (Konrad Ehlich and Johannes Wagner, 2001 [10]) provide another classification approach based on the definition and identification of types of BC, caused by theoretical, practical or methodological interest in the object. Accordingly, from a practical point of view, our research shows that gaining experience and mastering the models and tactics of successful negotiation from the standpoint of the **theoretical and methodological determination** of the sources and characteristics of the BC, ethnographic or ethnological types of business communication ranking are used, which are applied as methods in a comparatively-contrastive analysis to identify the role of negotiation in different cultural and economic contexts.

Summing up the typology of approaches to BC, we single out a cultural-research approach that does not have access to the negotiation formats of today's generation but reveals the deep ethnocultural foundations of differences in negotiation models among different peoples. The next type we have defined is the psychological format based on individual interest, due to sociopsychological circumstances. Most often, this aspect is not widely demanded and is most often used in combination with the following approach in identifying the type of BC, which contains industry characteristics of BC in an economy where natural situations of business communication as specific types of interaction are the most characteristic and typical for communication purposes. In the article, we have identified the differences between negotiations as a type of discourse and the negotiation process as an activity or activity in the process of business communication.

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## **БИЗНЕС-КОММУНИКАЦИЯ ТИПОЛОГИЗАЦИЯСЫНДАҒЫ ФУНКЦИОНАЛДЫ-ПРАГМАТИКАЛЫҚ ЖӘНЕ МӘДЕНИЕТАРАЛЫҚ-КОММУНИКАТИВТІ ПАРАМЕТРЛЕР**

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**Аңдатпа.** Берілген мақалада бизнес-коммуникация категориясы үшін типологияларды әзірлеу жолдары мен мүмкіндіктері қарастырылады. Мақаланың мақсаты – бизнес-коммуникация типологиясындағы критерийлерді анықтау. Бизнес-коммуникациядағы типология қатысушылардың орындарын анықтауды талап ететін келіссөздердегі коммуникативті-контекстік орта мен шарттарды айқындауға арналғанын атап өткен жөн. Осы аспектіде бұл мақала бизнес-дискурсты талдауда толығымен пайдаланылған коммуникация ұғымының ғылыми-теориялық және парадигмалық түсіндірмелерінің логикалық жалғасы болып табылады. Осыған байланысты авторлар кәсіби бизнес-коммуникацияның түрлерін жіктеудің критерийлерін анықтау, бизнес-коммуникацияның социопрагматикалық типологиясын социопрагматикалық интеркоммуникативті принциптермен бейімдеу мақсатында оларды жіктеу және құрылымдау міндеттерін қарастырады. Қойылған міндеттерді шешу үшін индикативтік когнитивтік-прагматикалық технология зерттелді, оның ішінде Relational Pragmatics (RP) ұғымының келесі компоненттері енгізілді: қатысушылар, тіл, контекст. Осы құжаттарды зерделеу және талдау мәдениетаралық бизнес-коммуникация стратегиясын талдауға мүмкіндік берді, ол интеграциялық қызметтен тыс оның құрамдас бөліктерінің қосындысынан гөрі маңызды және тиімді жаңа құрылым болып табылады деген қорытынды жасалды. Кейс стади және критикалық талдау әдістері қолданылды. Зерттеудің ғылыми жаңалығы - бизнес-коммуникация категорияларын анықтауда. Зерттеудің теориялық маңыздылығы бизнес-коммуникацияны жіктеудің критерийлерін әр түрлі ғылыми көзқарастардан қарастыру болып табылады. Зерттеудің практикалық маңызы зерттеу нәтижелерін бизнес-коммуникация және релятивті прагматика пәндерін оқыту барысында қолдану мүмкіндігінде жатыр.

**Тірек сөздер:** бизнес-коммуникация, типология, Relational Pragmatics, мәдениетаралық коммуникация, бизнес-дискурс, коммуникация, элеуметтік-прагматикалық типология, контекст.

## **ФУНКЦИОНАЛЬНО-ПРАГМАТИЧЕСКИЕ И МЕЖКУЛЬТУРНО- КОММУНИКАТИВНЫЕ ПАРАМЕТРЫ В ТИПОЛОГИЗАЦИИ БИЗНЕС-КОММУНИКАЦИИ**

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**Аннотация.** В данной статье рассматриваются пути и возможности разработки *типологий категории бизнес-коммуникации*. Целью статьи является выявление критериев типологизации бизнес-коммуникации. Следует отметить, что типологизация в бизнес-коммуникации предназначена для определения коммуникативно-контекстуальной среды и условий в проведении переговоров, требующих аккомодации участников. В этом аспекте данная статья является логическим продолжением научно-теоретических и парадигмально базируемых толкований понятия коммуникации, достаточно полно использованного в анализе бизнес-дискурса. В связи с этим авторы решали следующие задачи: определить критерии ранжирования видов и подвидов профессионально-делового общения, классифицировать и структурировать их в целях адаптации социопрагматической типологизации бизнес-коммуникации к так называемым социопрагматическим интеркоммуникативным принципам. Для решения поставленных задач были изучены индификационная когнитивно-прагматическая технология, включающая в оценку выделенные им составляющие Relational Pragmatics (RP), как-то: участники, язык, контекст. Изучение и анализ указанных документов позволили проанализировать межкультурную бизнес-коммуникативную стратегию, которая представляет собой более значимый и эффективный новый конструкт, чем сумма её составляющих компонентов вне интегративного функционирования. Были использованы методы кейс-стади и критического анализа. Научная новизна исследования заключается в определении категорий бизнес-коммуникации. Теоретическую значимость статьи подчеркивает выявление критериев классификации бизнес-коммуникации с различных научных точек зрения. Практическая значимость заключается в возможности использования результатов исследования в преподавании бизнес-коммуникации и релятивной прагматики.

**Ключевые слова:** бизнес-коммуникация, типологизация, Relational Pragmatics, межкультурная коммуникация, бизнес-дискурс, коммуникация, социопрагматическая типология, контекст.

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