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SPEECH ETIQUETTE IN BUSINESS NEGOTIATIONS

У статті пропонується аналіз значущості мовного етикету в ділових переговорах. Обґрунтовано важливі складові і функції мовного етикету. Розглянуто сприйняття носіями і неносіями англійської мови типів комунікативних сигналів на різних етапах ділових переговорів.

Ключові слова: мовний етикет, ділові переговори, носії англійської мови, комунікативні сигнали, функції, складові мовного етикету, аналіз значущості мовного етикету.

The article suggests the analysis of the importance of speech etiquette in business negotiations. Important components and functions of speech etiquette are substantiated. The perception of the types of communicative signals at different stages of business negotiations by English speakers and non-English speakers is considered.

Keywords: speech etiquette, business negotiations, native speakers of English, communicative signals, functions, components of speech etiquette, analysis of speech etiquette importance.

Formulation of the problem

Compliance with speech etiquette is an integral part of any polite person's behavior regardless of age, sex or nationality. It is speech etiquette that makes the basis of successful business negotiations, creates conditions for mutual understanding between different people and even may be the basis of resolving political and economic issues at international level.

Etiquette plays a particular role at the initial stage of negotiations. Before entering the process of conducting business negotiations, it is necessary to get maximum information about future partners. It is at this stage that one chooses an approach to business negotiations conduct, a strategy and tactics, and the use of various elements of speech etiquette is grounded.

Speech etiquette is an integral part of general etiquette. The works of such scholars as N. Formanovska, S. Shevchuk, O. Agarkova, T. Yakovets, O. Shchiplyetsova, O. Turbina and others are dedicated to the problems of speech etiquette. Speech etiquette, its role in the success of negotiations has not been studied enough yet and that makes for the relevance of the given article.

The purpose of the work is to study speech etiquette and the importance of its components in the context of promoting the development of bilateral relations.

To achieve this objective the following tasks have been solved in the work: to analyze the concept of "speech etiquette"; substantiate the most important components and functions of speech etiquette; draw conclusions as to taking into account the results of the comparative analysis of the answers of the experts in the process of business relations development.

The object of study – speech etiquette as a phenomenon that forms the basis for improving relations. The subject of research – theoretical principles of speech etiquette development and differences in the perception by English speakers and non-English speakers.

The research methods used in the work are as follows: analysis and synthesis - for systematization of approaches to defining the essence of speech etiquette, the method of logical generalization – to justify the components and functions of speech etiquette; the method of the survey of experts for comparative analysis of the peculiarities of speech etiquette of English speakers and non-English speakers.

By etiquette we understand the peculiar code of good manners and rules of behavior in the society, selected in the course of time, the knowledge and compliance with which creates conditions for effective and respectful communication between people.

Table 1.

The definition of the meaning of "speech etiquette" by various authors

Author	Definition	Keywords
1	2	3
N. Formanovska [1]	rules regulating speech behavior	rules
Business Ukrainian Dictionary [2]	the system of established forms of communication adopted in accordance with social roles of those who communicate	forms of communication
S. Shevchuk [3]	the set of rules of speech behavior that represented a microsystem of nationally specific stable formulas and expressions in situations of establishing contact with an interlocutor, support of communication in a friendly manner	rules
O. Agarkova [4]	ritual, model of elementary acts of communication	ritual
T. Yakovets [5]	the sphere of communication between people, where many factors that contribute to communication are crossed: linguistic, psychological, social, national, ethnic ones	sphere of communication
O. Agarkova, L. Putilina [6]	kind of background knowledge, i.e. the knowledge that is shared by those who communicate	knowledge
A. Schiplyetsova [7]	the set of requirements for the form, content, manner and situational appropriateness of expressions accepted in the given culture	
A. Turbina [8]	the most important part of the culture of verbal behavior in communication given to an individual from the very beginning as a social being	part of the culture
Stylistic Encyclopedic Dictionary [9]	set of rules of verbal behavior accepted by the society in their respective spheres and situations of communication	rules
Encyclopedic Dictionary online [10]	the system of rules of verbal behavior and sustainable formulas of polite communication	rules

The definitions of speech etiquette, presented in Table 1, can be analyzed by keywords that are the reflection of the main points to which attention is drawn by various authors to explain the essence of the concept under consideration.

Most often, the researchers, providing the definitions of speech etiquette, see it as a set of rules of speech behavior. Thus, we can summarize the given definitions and conclude that speech etiquette is a specific element of the general human culture, which consists of a set of rules of conversation and contains a number of requirements as to the use of the most appropriate speech formulas and other components of speech behavior in a given situation.

Speech etiquette performs several important functions in society. The main ones are described by N. Formanovska. According to her study, the observance of speech etiquette helps to:

- attract attention of an interlocutor (addressing function);
- establish contact with an interlocutor (contact function);
- demonstrate respectful attitude (courtesy function);
- influence an interlocutor (imperative function);
- manifest emotions during communication (emotional expressive function) [1].

As a rule, all three types of speech signals are used In modern business negotiations:

verbal communication signals – expressiveness and literacy of an interlocutor’s language, correct building of set expressions and phrases, level of command of the language, purity of the language (i.e., use / disuse of filler words);

paralinguistic communication signals – voice timbre, intonation, rate of speech, loudness and others;

nonverbal communication signals – facial expressions, gestures, posture of an interlocutor, his look and expression of eyes even keeping comfortable distance during an act of communication, etc. [11].

The article gives the results of the survey of the experts who consist of both English speakers (20) and non-English speakers (20) and gives the summarized points of view of both groups of experts as to the significance of verbal communicative signals at the various stages of business negotiations.

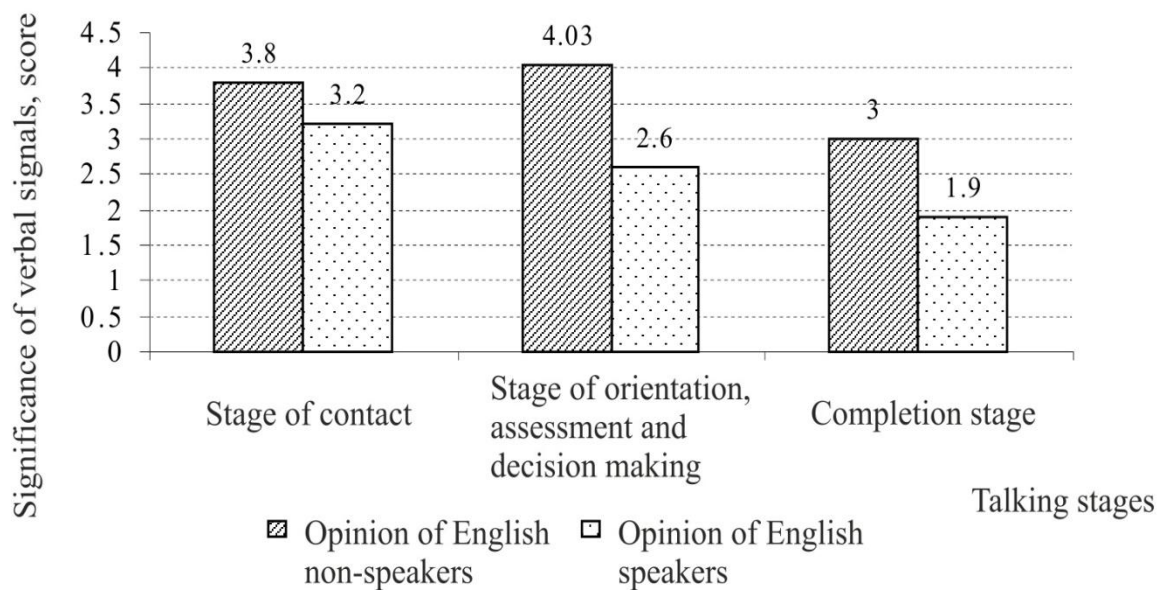


Fig.2. Perception of significance of verbal communication signals by speakers and non-speakers of English at various stages of business negotiations.

As we can see in Fig.2, the experts, non-speakers of English, more highly rated the importance of verbal communication signals than the experts – speakers of English. Herewith, the experts, non-speakers of English, believe that among three stages of conversation the greatest significance the verbal signals have at the stage of orientation, assessment and decision making and the experts, speakers of English, attach the greatest importance to the verbal signals in the stage of contact. As for the paralinguistic communication signals, both groups of experts believe that they are the most important in the second stage of talks, but there are differences in expert opinion as to their role in the contact stage and final stage. Thus, the experts, non-speakers of English, give more importance to paralinguistic signals at the stage of contact and experts – speakers of English, at the final stages of business negotiations (Fig 3).

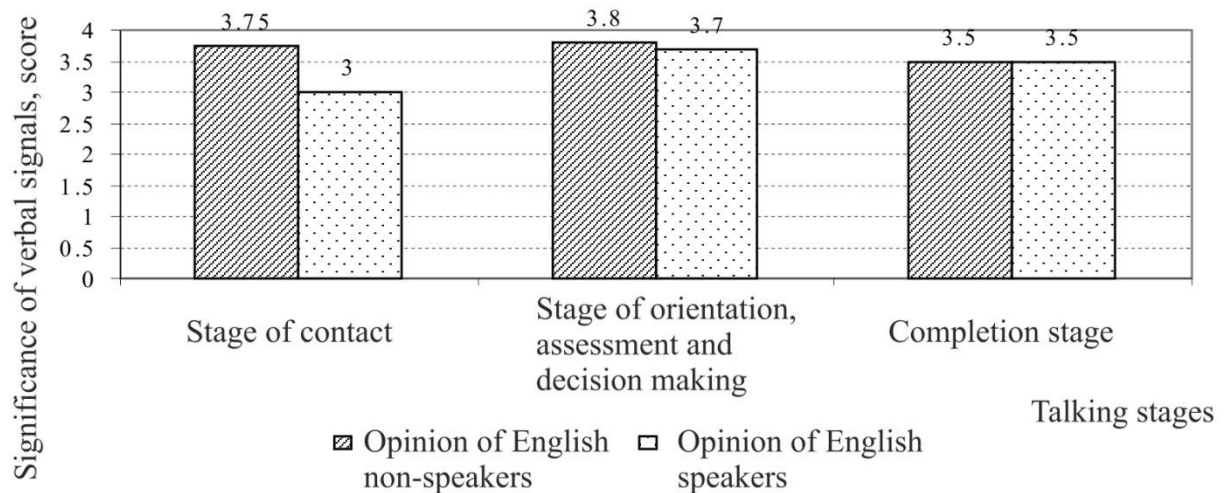


Fig. 3. Perception of non-speakers of English and speakers of English of paralinguistic communication signals at various stages of business negotiations.

The significance of nonverbal communication signals is considered to be the most compared to other types of signals at the contact stage and at the final stage of talks by the two expert groups (Fig.3,4).

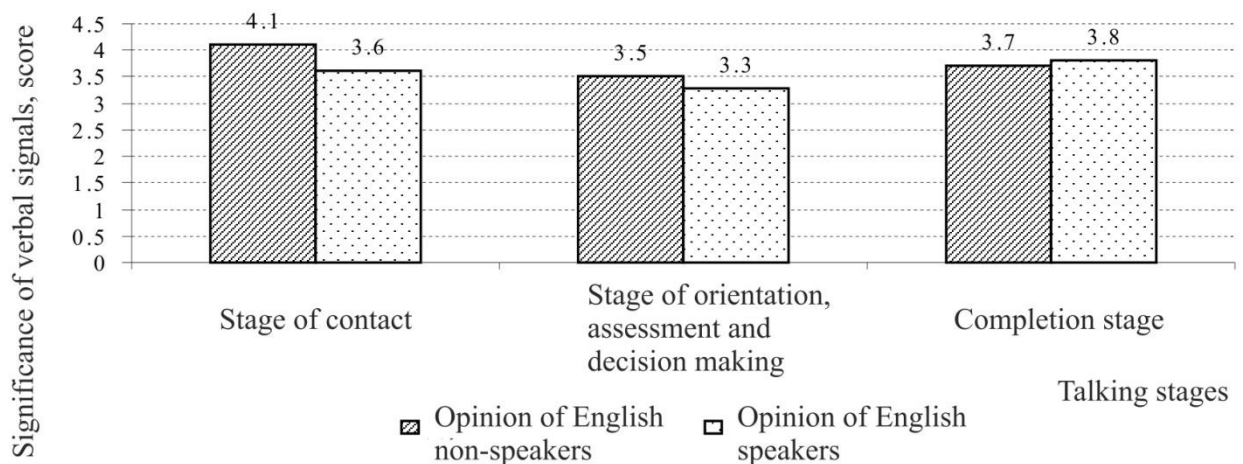


Fig.4. Perception of significance of nonverbal communication signals by speakers and non-speakers of English at various stages of business negotiations.

The opinion of experts as to the importance of three types of communication signals in various types of communication is shown in Fig.2-4. Both groups of experts believe that the significance of verbal signals in formal communication exceeds their significance in informal communication.

The Internet communication is becoming popular enough in the 21st century and that creates conditions for the use of Net etiquette.

The formulas of speech netiquette are very different from those that are common in private conversations. This is due to the following reasons: first, the chance to stay anonymous in communication. Very often, communicating in social networks, people use false names; secondly, the availability of simultaneous access to a huge number of interlocutors; thirdly, the formation of communities based on shared interests and topics of communication; fourth, a significant acceleration of information exchange when the foreground is not so much formal as a meaningful aspect of the subject of communication; fifth, the lack of opportunity to fully show the emotional component in written communication.

All the given reasons contribute to the formation of the new trends in speech etiquette which are in emergence of new set words or appeals. People often leave out the stage of presentation themselves by going right to the point. Acceptable when communicating online is the shortening of usual formulas of speech etiquette.

The article improves the concept of "speech etiquette" on the basis of systematization and generalization of views of modern scientists as to its nature and content; improves the approach to determining the significance of speech etiquette components depending on the stages of negotiations, types of communication, speech etiquette functions with the account of various groups of experts; further develops modern peculiarities of formation of new trends in speech etiquette associated with the development of the Internet.

The results of scientific research can be used with the purpose of substantiating directions of improvement of approaches to language learning and linguistic peculiarities of speech etiquette by English non-speakers to develop and strengthen business relations.

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