

The Discursive Paradigm towards the Sociolinguistic Approach

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Abstract. Since the middle of the 20th century, the term “discourse” has firmly entered the research paradigm of linguistics. Appeal to discourse as an object of research contributes, according to T.A. Shiryayeva, the development of a methodological base for scientific cross-cultural analysis of various areas of communication, both in isolated forms and heterogeneous, between which communicative boundaries are erased. Today, there are several schools and approaches to interpreting this phenomenon from the perspective of linguophilosophy, sociolinguistics, pragmalinguistics, linguocognitology, etc. This article research and discusses the term and phenomena mentioned above.

Key words: discourse, paradigm of linguistics, anthropological approach, communication, business discourse, professional discourse.

The plurality of research paradigms in relation to discourse makes it possible to expand the horizons of understanding the nature of discourse. The anthropological approach in the study of communication contributed to the shift of the discursive paradigm towards the sociolinguistic approach, where the social role of the participants and the situational context in the formation of the communicative act and discourse as a whole are obvious. Following V.I. Karasik, we understand discourse as “communication through text” and refer to the sociolinguistic classification of discourse, within which personality-oriented and status-oriented discourse are distinguished, each of which, in turn, is divided into several subtypes (in the first case - everyday and existential, in the second - institutional and non-institutional) (Karasik, 2007, pp. 78-86).

Status-oriented discourse is an institutional communication of representatives of social groups or institutions among themselves, as well as with their clients, carried out within the framework of the established institutions of society, the number of which is directly determined by its needs. The second type (personal discourse) has two varieties: everyday (everyday) discourse, which describes the communication of communicants who know each other well and use an abbreviated code to transmit information; and existential discourse used to comprehend ontological problems through language (Karasik, 1998, pp. 190-191).

Consideration of the socio-communicative specifics of the professional discourse of translators predetermined the rethinking of some existing types of professional institutional communication. At the first superficial glance at the institutionality of professional communication, several preliminary related concepts and terminological variability in the name of professional communication were revealed: business discourse, business discourse, workplace discourse, professional discourse, which led to a more detailed immersion in the essence of this issue. Let us turn to the consideration of these types of discourse in order to identify the differential features of professional discourse.

In the study by T.A. Shiryayeva "business discourse" has an institutional nature and is based on business relations of various kinds that arise between communicants: "Institutional business discourse is a purposeful status-role speech activity of people whose common feature is business relations (including the production of goods, financing of this production, provision of money loans, trade, insurance, commerce, sale of products and various services, such as accounting, distribution and repair of goods, purchase, sale of goods or services, preliminary negotiations on these types of business relations) "(Shiryayeva, 2008, p. 12 -thirteen). At the same time, the concept of "business discourse" includes the concept of organizational communication, which characterizes the communication of communicants within the same organization, communication between organizations and communication between organizations and individuals. The concept of business discourse serves the social institution "business", the main purpose of which is to make a profit in the process of professional activity (Shiryayeva, URL). Taking the characteristics of the addressee and the addresser, the goals and objectives of communication, the context, intentions and strategies of language interaction as the basis for classification, the author identifies three independent areas of communication:

- professional institutional business discourse (directly the process of carrying out professional activities);

- academic institutional business discourse (accumulation and use of knowledge, training of specialists);

- public institutional business discourse (dissemination of information in the business community about the activities of the organization, attraction of new partners, exchange of experience) (Shiryayeva, 2008, p. 14). Within the framework of our study, the characteristics of each of the three listed areas of business discourse can be applied to the professional discourse of translators.

The definition of business discourse, including both institutional and professional aspects, is presented in the work of A.O. Stebletsova: "Business discourse, in our opinion, is a communicative interaction on issues related to the organization and structure of communication, ensuring effective

and efficient communication to solve professional problems, maintaining the internal status and functional structure of a social institution” (Stebletsova, 2015, p. 33). Business discourse is a universal meta-professional tool that promotes the organization of communicative interaction between people on work issues in any subject area.

Business discourse is distinguished by intentionality, regulativeness and effectiveness. Consequently, business discourse, regardless of the subject area, is used to solve professional problems and is intended to maintain the structure of a social institution.

The term "business discourse" is used as a conceptual tool to distinguish between official business and colloquial communication styles. In this regard, a new definition is introduced: it is a business discourse interpreted as an open set of texts united by a common business theme (in the narrow sense), as well as a verbalization of business communication (in the broad sense) (Danyushina, 2010, p. 48). One of the subspecies of business discourse is singled out, namely business professional, which describes the communication of representatives of the business community in the process of carrying out their professional activities.

Thus, business discourse is a generic concept in relation to professional discourse, workplace discourse and business discourse. At the same time, the generic concept necessarily has an institutional, status-oriented character, ensuring the maintenance of the structure of a social institution.

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ISSN 2792-1883 (online), Published in Vol: 2 No: 5 for the month of May-2022

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