

## IMPLEMENTATION OF COMMUNICATIVE STRATEGIES OF ENGLISH BUSINESS COMMUNICATION

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The article considers the features of Business English discourse, which operates in one of the most important areas of cross-cultural communication – business communication. Business communication as a process of social interaction in cognitive-labor activity and a means of correction as a mandatory component of all business actions plays a profound role in business relations (signing agreements, oral or written agreement, etc.). In other words, the quality of business communication can be the key to successful business implementation. Its specific characteristics are highlighted, the structure of the discourse space according to the principle of linearity (repetition and stepwise) and the criteria of a certain type of discourse are determined.

According to the typology of discourse, there are two main types: personality-oriented (personal) and status-oriented (institutional) discourses. Personal is realized in informal communication, is characterized by dialogical component, ellipticity and a significant amount of nonverbal information. Institutional discourse is believed to be the verbal interaction of people who realize their status-role capabilities within social institutions, of which communication is a mandatory component. Such a discourse is characterized by the so-called scale of social relations, the focus of speech flows on solving individual problems and the impact on social interaction of people, the intensity of speech flow and its modeling

The analysis of business discourse as an institutional category from the standpoint of functional linguistic synergetics, which focuses on the processes of forming the functional space of discourse, highlighted various types of functional relationships between components of discourse, verbal means in the process of their goals' interaction.

Taking into account sociolinguistic parameters, the fields of functioning of professional institutional business discourse are: professional – negotiations, presentations, reports; academic and public – popular scientific materials, reports, articles, etc.). It is necessary to mind the importance of theme-rheme relations in English and Ukrainian institutional business discourse to overcome possible difficulties and prevent mistakes in the translation process. Business English main communicative strategies (argumentative and manipulative) implement the intentions of the author of the statement.

The analysis of speech acts on the basis of pragmatism and dialectical theory of argumentation allows us concluding that in institutional business discourse are most often speech acts that 1) implement argumentative strategies, 2) used to build manipulative strategies, 3) belong to the units of courtesy.

The analysis of the language units that make up speech acts (assertions, commissions, directives, speech declarations) and used to discuss professional problems allows identifying and explaining the role of language structures in mental processes of understanding and producing all types of texts serving modern business communication and choose the right translation strategy.

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