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PRAGMATIC ASPECT OF THE WORD MEANING IN THE TEXTS OF THE TENDER DOCUMENTATION

Summary. *The article describes the peculiarities of the pragmatic meaning of the word in the text of the tender documentation. It has been determined the interpretation of pragmatic meaning and relevance of the chosen topic, which is related to the latest trends in modern linguistics to consider linguistic phenomena in the dynamics of speech functioning. The research was conducted using distributive, pragmatic and functional-stylistic analysis. Emphasis is placed on the fact that some scholars distinguish the meaning of the word into lexical, grammatical and pragmatic, attributing the pragmatic meaning of the word outside the lexical meaning. The theory of three-component structure of word meaning has been presented, which includes: conceptual, emotional-evaluative (connotation) and pragmatic parts. Connotation, in turn, is interpreted as additional information about the speaker's attitude to the subject, which forms an expressive color of speech. The theory of multicomponent model of lexical meaning has been also analyzed, which contains the following components: denotative, significant, paradigmatic, syntagmatic, background and pragmatic components. It has been established that the context and intentions of the sender affect the actualization of a component of lexical meaning. The structure of the pragmatic component has been outlined and analyzed, which includes four contexts: reflexive, evaluative, emotional and stylistic. The crucial role in the mutual understanding between the addressee and the sender has been proved by means of presupposition and reflection. The examples, presented in the article, show that the main purpose of the reflexive process initiated by the sender is to encourage the addressee to fulfill certain obligations related to participation in the tender.*

It has been established that the evaluation component operates on two levels: the evaluation is implemented on a scale of "good" – "bad" and demonstrates the correlation of the use of the word with the formal business style. Research on the emotional microcomponent has shown that only expressions of emotions such as confidence and approval can be recognized in business documents, resulting in barely perceptible connotations of formal business style. The stylistic microcomponent is actualized in the use of lexicon (archaisms, fixed phrases) marked by the connotation of high style, clearly fixed exclusively in the written sphere of communication.

Key words: *pragmatics of the word, lexical meaning, components of pragmatic meaning, business texts, tender document.*

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ПРАГМАТИЧНИЙ АСПЕКТ ЗНАЧЕННЯ СЛОВА В ТЕКСТАХ ТЕНДЕРНОЇ ДОКУМЕНТАЦІЇ

Анотація. *У статті розглянуто особливості прагматичного значення слова в тексті тендерної документації. Подано трактування прагматичного значення, окреслено актуальність обраної теми, пов'язану з властивими сучасній лінгвістиці тенденціями розглядати мовні явища в динаміці мовленнєвого функціонування. Дослідження проведено із застосуванням дистрибутивного, прагматичного та функційно-стилістичного аналізу. Акцентовано увагу на тому, що деякі науковці розмежовують у значенні слова лексичний, граматичний і прагматичний компоненти, виносячи при цьому прагматичний компонент поза межі лексичного значення. Представлено теорію трикомпонентної структури значення слова, що включає понятійну, емоційно-оцінну (конотація) і прагматичну частини. Конотацію трактовано як додаткову інформацію про ставлення мовця до предмета, яке формує експресивне забарвлення висловлень. Проаналізовано також теорію багатокомпонентності моделі лексичного значення, в межах якої виокремлюють денотативний, сигніфікативний, парадигматичний, синтагматичний, фоновий та прагматичний компоненти. Установлено, що контекст та інтенції адресанта впливають на актуалізацію того чи того компонента лексичного значення. Окреслено та проаналізовано структуру прагматичного компонента, до якого входять чотири контексти: рефлексивний, оцінний, емотивний і стилістичний. Доведено вирішальну роль у досягненні взаєморозуміння між адресатом і адресантом пресупозиції та рефлексії. Наведений ілюстративний матеріал дає підстави до висновку, що головна мета запущеного адресантом рефлексивного процесу – заохотити адресата виконувати певні зобов'язання щодо участі в тендері. Установлено, що оцінний компонент функціонує на двох рівнях: реалізація оцінки за шкалою «добре» – «погано» й демонстрація співвіднесеності слова з офіційно-діловим стилем. Дослідження, проведене щодо емотивного мікрокомпонента, засвідчило, що в тендерних документах можна простежити вираження лише таких емоцій, як упевненість і схвалення, що спричиняють ледь помітні конотації офіційно-ділового стилю. Стилістичний мікрокомпонент актуалізують лексичні елементи (архаїзми, стійкі словосполучення), марковані конотацією високого стилю, чітко закріпленого виключно за письмовою сферою комунікації.*

Ключові слова: *прагматика слова, лексичне значення, компоненти прагматичного значення, ділові тексти, тендерний документ.*

Relevance of the topic. Avoiding various misunderstandings for business communication is the main task to maintain a successful business relationship. This is possible only if the parties have the ability to work properly with information. In the business world, there is such a thing as "tender" – a method of competitive selection of proposals that best meet the requirements of the customer. The customer company draws up a tender document, providing a list of requirements for tender participants. For business it is a chance to get a client while for a customer it is an opportunity to find the best performer using tender documents. Due to the vague wording of the tender document, participants may refuse to take part in the tender due to problems understanding the nature of certain parts of the document. This explains the importance of taking into account all

the existing rules and criteria for compiling this type of document.

As the tender document belongs to stencil documents, it is necessary to use the most normatively fixed and generally accepted vocabulary at its formation. Achieving the expected results for both parties is possible by taking into account the interaction of both semantic and pragmatic meaning of language units.

Analysis of recent research and publications. Pragmatics plays an important role in the functioning of a business document, that is why it is necessary to consider not only semantic, but also emotional and evaluative aspects. It is obvious that the text of business documents and the pragmatic meaning of the word are connected one by one, because such texts contain specific expressive linguistic means, so that they can be delivered to the addressee. It is impossible to study the pragmatics of the text without a serious analysis of the pragmatic meaning of the language units and the context that actualizes them.

Interpretation of pragmatic meaning as a set of emotional and evaluative elements of meaning is quite popular among linguists. G.V. Kolshansky, I.V. Ruzhitsky, Leclercq Benoît studied the context of semantics, Yu.D. Apresyan, N.G. Ishchenko, Y.S. Nikitin studied the pragmatic meaning of the word. Scholars who have covered various aspects of pragmatic meaning have often limited themselves to the study of its components in the scientific and fiction literature. However, the study of pragmatic meaning in the texts of tender documents remains unnoticed by scholars.

The topicality of the research is related to recent trends in modern linguistics to consider linguistic phenomena in the dynamics of speech functioning, which focuses on the pragmatics of language to study connotative semantics, to select appropriate vocabulary and conditions for its use in communicative situations.

Definition of the purpose and main tasks of the research. The purpose of the article is to analyze the pragmatic meaning of the vocabulary in the texts of the tender documentation and identify its essential characteristics. Achieving this goal will help solve the following tasks: to give a general description of lexical and pragmatic meaning; to analyze the typology of microcomponents of pragmatic meaning in the texts of tender documents; to investigate the

meaning of the language units selected for this work in the microcontext. The object of research is the pragmatic meaning of the word in the texts of the tender documents. The subject of research is the study of different views and interpretations of the concept of "pragmatic meaning" within the functional-communicative direction of modern linguistics.

Presentation of the main research material. Traditional semantics divides meaning of the word into lexical one, which are expressed by root morphemes, and grammatical one, which are realized by affixes and inflections. A.A. Ufimtseva distinguishes meaning into lexical, grammatical and pragmatic. The lexical meaning has a two-component structure, consisting of denotative and signifying components. The pragmatic meaning of the word is taken out of the lexical meaning and it is interpreted as a combination of different connotations of emotional, evaluative, cultural-historical, national-geographical nature (Ufimtseva, 1988, p. 118).

N.G. Ishchenko also considers lexical meaning as a structure defined by 1) semantics, which distinguishes significant and denotative aspects, 2) syntactics, characterized by syntagmatic and paradigmatic connections of lexical meaning with other meanings of language units and 3) pragmatics. The pragmatic aspect characterizes the conditions of communication and types of communicative situations (formal or informal) (Ishchenko, 2009, pp. 213–214).

O.G. Belyaevska also presents the meaning of the word as a three-component structure, which includes: 1) the conceptual part; 2) emotional and evaluative part (connotation); 3) the pragmatic part. It is emphasized that the semantics of the word contains a pragmatic part, which includes not only the connotation (emotional, evaluative and stylistic characteristics of the word), but also information about the participants of the event and the conditions of communication. It is emphasized that the denotative and connotative aspects are also partly pragmatic (Belyaevska, 1987, pp. 23–25).

It should be noted that in modern linguistics there is no unanimous opinion on the definition of connotation in the structure of the language unit. Connotation is interpreted as "stylistic meaning", "emotional meaning", "pragmatic meaning", "expressive color" and so on. Narrow

interpretation involves the interpretation of connotation as a component of the lexem meaning, which allows it to be used for secondary nomination and arises on associative-image representations (Hashybaiazova, 2019, p. 64).

I.V. Ruzhytsky, analyzing a multicomponent model of lexical meaning, considers the presence of: denotative component (denotative correlation of the word); significant component (generalized idea of the object of reality); paradigmatic component (the ability of the word to enter into a paradigm); syntagmatic component (word combination potential); background component (the ability to accumulate in the meaning of the word certain scientific and cultural knowledge); pragmatic component (taking into account the attitude of the speaker to the statement).

It is believed that such factors as the type of lexical meaning, context and speaker's intentions affect the actualization of a component of lexical meaning. Structurally, the pragmatic component, in turn, is divided into microcomponents, which Ruzhytskyi calls contexts: evaluation microcomponent (positive or negative evaluation of the actions of a certain person); reflective microcomponent (connection of meaning with presupposition and reflection);emotional microcomponent (expression of emotions with words); stylistic microcomponent (connection of word usage with a certain functional style) (Ruzhytskyi, 2007, pp. 66–67).

Let us consider these microcomponents on examples from the texts of the tender document.

Reflective microcomponent. Understanding many phrases is possible only through a context that functions as a presupposition and as a reflection. Reflection is the correlation of a new experience with an existing one, in other words, it is an appeal to oneself, to one's experience, to one's knowledge, an internal dialogue that the addressee knows this information. Presupposition is what the sender assumes as true, or as known to the addressee.

The crucial role in mutual understanding is played by the presence of: the general set of presuppositions at the sender and the addressee; the ability of the addressee and the sender to reflect (Ruzhytskyi, 2007, p. 69).

An example from the tender documentation shown below demonstrates how reflection and presupposition function – it is possible to facilitate mutual understanding between the addressee (tender participant) and the sender (customer company):

8. Grounds for exclusion of tenderers and tenders

8.1. Tenderer is found guilty by court for involvement in organised crime, corruption, fraudulent financial operations or money laundering.

8.2. Tenderer is declared insolvent, its business activity has been suspended or determined, or legal bankruptcy proceedings have been commenced against a Tenderer.

This passage provides the main reasons for excluding tender participants. Phrase "*Tenderer is found guilty by court for involvement in organised crime, corruption, fraudulent financial operations or money laundering*" performs the function of awakening reflection. There was no new information in this statement, only an emphasis on the already known one, which states when the court should find the tender participants guilty of involvement in organized crime, corruption, fraudulent financial transactions or money laundering.

The reflective process is launched towards the addressee (tender participant), who is already familiar with the provided information. The use of the preceding phrase is related to the customer company's subconscious desire to compel the addressee to agree with such requirements and to encourage him to fulfill certain obligations related to participation in the tender.

Let's pay attention to the second example of the same passage. Phrase "*Tenderer is declared insolvent, its business activity has been suspended or determined, or legal bankruptcy proceedings have been commenced against a Tenderer*" demonstrates the reasons for exclusion from the bidding due to the insolvency of the tender participant and sends him to the well-known knowledge. The customer company assumes that tender participant has information about the consequences of bankruptcy and will not act illegally in order to avoid disputes over this item of the business document.

Evaluative microcomponent. Researchers distinguish four elements in the structure of connotation: emotional (emotional), evaluative, expressive and stylistic, or functional-stylistic. These components are represented in systemic oppositions, which is the main means for identifying components of meaning. Components

of connotation marked "positive" or "negative" are present in the semantics of most words, and they can be elements of connotation and denotation (Sternin, 1987, pp. 104–121).

In addition, the evaluation component includes not only the actual evaluation on a scale of "good" – "bad", but also the correlation of the word use with a particular functional style. In the passage "*The tenderer shall provide for <u>inaccessibility</u> of the information contained in its tender prior to the opening session*" negative assessment of party's certain possible actions is demonstrated with the help of the noun *inaccessibility*. At the same time, this word indicates the formality of the situation, makes the message as emotionally accent as possible in official speech.

The emotional microcomponent includes those emotions that are either impossible to unambiguously distribute on a "good–bad" scale, or this distribution is not enough (Ruzhytskyi, 2007, pp. 74–76). It is obvious that it is difficult to find words-emotions in business documents, but it is possible to recognize the expression of such emotions as confidence and approval. As a result, subtle and barely noticeable connotations of official business style are formed: *Prospective traffic flows must be modelled for the proposed alternatives, and according to applicants professional experience, necessary changes in the spatial planning documents must be evaluated.* With the help of the phrase "*professional experience*" the customer company demonstrates absolute confidence in the professionalism of the future tender participant.

Stylistic microcomponent. To analyze the stylistic component, it is necessary to indicate the relationship between stylistic and evaluative labeling. Considering the different interpretations of the concept of "style", we can detect the correlation of style with emotionally expressive speech.

Stylistic connotation involves the use of the word in a particular functional style and it is interpreted as an additional meaning relative to the subject-logical and grammatical meaning of the language unit with its expressive-emotional-evaluative and functional properties (Ruzhytskyi, 2007, p. 77).

The texts of tender documents are characterized by the use of a lexicon marked with a connotation of high style, due to the desire to comply with the rules of business tone. For example, archaisms (*hereinafter*) marked with

a connotation of high style: *The procurement procedure is open tender (hereinafter – Tender) conducted under the Law on Public Procurement and the present dossier.*

In the texts of tender documentation there is also a connotation of fixed phrases, clearly used exclusively in the written sphere of communication: <u>*Tender documents shall be arranged in accordance with…*</u>

When compiling business documents, a necessary condition is the use of special terminology, and therefore the most important connotation of business texts is the terminological connotation, which helps the parties to the communication of business to differentiate and understand the field of activity.

When compiling all business documents, a necessary condition is the use of special terminology, and therefore the most important connotation of business texts is the *terminological connotation*, which helps the parties to differentiate and understand their field of activity. Let's illustrate an example with the purchasing commission' duties: *In case a tenderer has <u>timely</u> applied for <u>auxiliary information</u> on the Tender Dossier, the Commission shall provide such no later than six days prior to the deadline for <u>submission of tenders</u>*. This example contains terms that certify the business sphere of communication, in which the tender participant, who timely submits an application for supporting information to the tender documentation, has the right to receive it within the specified period.

Conclusions and prospects for further research on this topic. To sum up, the problem of the word meaning is one of the most complex problems of linguistics. The question of whether the pragmatic component is part of the lexical meaning or stands outside it remains debatable. Most scholars view lexical meaning as a structure that is defined by semantic, syntactic, and pragmatic components. To study the features of the vocabulary in the business sphere and the explication of the pragmatic component, it is necessary to consider four types of its context: presupposition and reflection, evaluative, emotional and stylistic microcomponents.

The materials of this study can be used in further study of the pragmatic meaning of both different genres of business correspondence and other functional styles.

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