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STRATEGIZING DISCOURSE: BUSINESS ENGLISH IN POLITICAL ENVIRONMENTS

Summary. *In the third millennium, English-speaking linguistics is a key science, because it allows you to prolong life and improve its quality. The choice of the research topic is relevant, since modern linguistics is actively developing discursive research, and the problem of English-language political discourse is one of the most important in the world.*

The purpose of the research presented in this article is to analyze the genre differentiation of English-language political discourse. In modern linguistics, there is a wide range of approaches to understanding the term "discourse". English political discourse is one of the varieties of institutional discourses, which are characterized by certain normative frameworks and specific communicative goals.

From a linguistic and sociocultural perspective, political and media discourses are in close interaction. This phenomenon is the subject of more and more research, but is still considered mainly as an interaction of two separate discourses, each of which has its own characteristics. The object of this research is the study of political narrative as linguistic and cultural phenomenon. It is a complex discourse that combines political discourse and media discourse. In the future, we will use the term "English-speaking" for marking both the British and American versions of this narrative.

We come to the conclusion that the English language is political discourse is a complex system of communication that performs three main functions: informative, evaluative and imperative. Variety of political genres discourse allows politicians to fully inform the public about their activities, shape public opinion and influence decision-making. English-language political discourse is the subject of many academic studies discipline, as it is an important tool of political power and influence on society.

Key words: *political narrative, political discourse, English business language discourse, English-language political discourse, stylistic features, genre differentiation.*

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СТРАТЕГІЗАЦІЯ ДИСКУРСУ: ДІЛОВА АНГЛІЙСЬКА В ПОЛІТИЧНОМУ СЕРЕДОВИЩІ

***Анотація.** У третьому тисячолітті англomовна лінгвістика стала ключовою наукою, адже дозволяє продовжити життя політичних текстів (виступів) та підвищити їхню якість. Вибір теми дослідження актуальний: сучасна лінгвістика активно розвиває дискурсивні дослідження, а проблема англomовного політичного дискурсу є однією з найважливіших у політичній сфері.*

Мета представленої в цій статті дослідження – аналіз жанрової диференціації англomовного політичного дискурсу. У ній засвідчено, що в сучасній лінгвістиці існує широкий спектр підходів до розуміння терміна «дискурс». Найприйнятнішим, на наш погляд, є такий з них: англomовний політичний дискурс – один із різновидів інституційних дискурсів, якому властиві певні нормативні рамки та конкретні комунікативні цілі.

З лінгвістичного та соціокультурного поглядів політичний і медійний дискурси тісно взаємодіють. Сьогодні вони є об'єктом все більшої кількості досліджень, хоч їх і розглядають переважно як взаємодію двох окремих дискурсів, кожен з яких має свої особливості. Об'єктом цього дослідження є вивчення політичного наративу як мовного та культурного феномену. Його тут трактовано як складний дискурс, що поєднує в собі ознаки політичного дискурсу та медіадискурсу. Визнано слушним використовувати термін «англomовний» для позначення як британської, так і американської версії цього наративу.

На підставі аналізу фактичного матеріалу зроблено висновок, що англійська мова політичного дискурсу є складною системою спілкування, яка виконує три основні функції: інформативну, оцінну та імперативну. Різноманітність політичних жанрів дискурсу допомагає політикам всебічно інформувати суспільство про свою діяльність, формувати громадську думку та впливати на прийняття рішень, оскільки є важливим інструментом політичної влади та впливу на суспільство.

***Ключові слова:** політичний наратив, політичний дискурс, англomовний діловий дискурс, англomовний політичний дискурс, стилістичні особливості, жанрова диференціація.*

Formulation of the problem. Processes of globalization and development of human activity, involvement of society to political processes at the national and international level contribute to the study of political discourse as an integral part of intercultural, economic, legal, political life and social relations.

In the second half of the 20th century the anthropocentric paradigm is gaining significant weight and reflects a change in priorities in language learning. Disclosure of the human factor in language – a person as a creator of language and the influence of language on F. Boas highlighted man, his consciousness and culture in his writings, E. Sapir, Sh. Bally, H. Guillaume, O. Jespersen, N. Arutyunova, H. Benkevich, P. Kostomarov, A. Vezhbytska, O. Laschuk, Yu. Stepanov, O. Paducheva. The transition to an anthropocentric paradigm provided an opportunity to study the discourse from the point of view of anthropology, cultural studies, aesthetics, semiotics, hermeneutics, psychology, philosophy, sociology, etc. Special interest of scientists is the creation of a unified system of

criteria for the classification of discourse varieties and the study of the peculiarities of its types.

The formulation of **the problem of our research** is that in Ukraine there are almost no philological scientific works devoted to the English-speaking phenomenon of political discourse in the field of professional business communication.

An integrative approach that can be traced is developing in Ukraine in the works of F. Bacevich, A. Belova, P. Zernetsky, O. Selivanova and combines cognitive and communicative approaches. We find confirmation in K. Serazhim's definition, which understands discourse as "complex sociolinguistic phenomenon of the modern communicative environment, which, firstly, is determined (directly or indirectly) by its socio-cultural, political, pragmatic-situational, psychological and other (constituent or background) factors, secondly, has a "visible" – linguistic (a coherent text or its semantically significant and syntactically complete fragment) and "invisible"-extralinguistic (knowledge about the world,

thoughts, instructions, the addressee's goal, necessary for understanding this text) structure and, thirdly, is characterized by the community of the world, which is "built" as the discourse unfolds by its reproducer (author) and interpreted by its recipient (listener, reader, etc.)" (Serazhym, 2002, p. 13).

In 2023, the problem of English-speaking political Ukrainian researcher O. Nagorna engaged in the discourse. According to O. Nagorna, "especially the use of business English becomes important, as well as the use of English on the Internet using the example of the phenomenon of cyberneologisms (even so ask Western politicians for support, Ukrainians need to write a text in English). And, of course, the study of politics is extremely relevant English-language discourse, because from Western politicians and their systematic, stable support of Ukraine with weapons and finances, our victory depends" (Nagorna, 2023, p. 3).

The globalization of socio-political life requires the development of common codes of interaction (language, norms, values), all that creates a single communication space. After all, the goal of the globalization of culture is not in unification, but in the preservation, development and mutual enrichment of cultures due to the appropriate cultural policy aimed at the dominance of national and ethnic culture. Based on this, it can be argued that in the process of intercultural communication, it is necessary to proceed from the awareness of the interdependence of cultures and understanding the value of each culture (Interpals, p. 52).

The **purpose of the article** is to analyze the genre differentiation of English political discourse in the field of professional business communication.

English-language political discourse is a complex system of communication that has its features. These include professionalism, sacredness, special ethics and norms of behavior, terminology, system of ritual signs, scientificity, clarity. (Wilson, 2015).

English-language political discourse is a complex phenomenon that is studied with positions of various sciences. This is due to what happened in the second half of the 20th century, a linguistic revolution that led to the development of new directions and methods of study of language

communication. These directions and methods were borrowed from different sciences, such as anthropology, cultural studies, aesthetics, semiotics, hermeneutics, cybernetics, neuropsychology, psychology, philosophy, sociology. Each of these developed his own methods of analysis and conceptual apparatus. So, political discourse became the object of interdisciplinary research, methodology which intersect and complement each other (Lukina, 2021).

The political environment often refers to the acts performed by the government that have an impact on any business's day-to-day operations. It is a result of the political climate in the nation in which you currently do business or want to do business. Business entities may be impacted by the political climate in a variety of ways. That can increase the danger and result in a significant loss. You should be aware that political considerations have the ability to alter outcomes. It may also have an impact on local to national government policies. Businesses should be prepared to handle both local and global political outcomes.

The fact that political variables are frequently unforeseen may be their largest drawback. Consider Brexit as an example. Few would have raised an eyebrow when David Cameron, the then-UK prime minister, declared a referendum on EU membership as a means of placating extreme Eurosceptics within his party. Yet since the Brexit decision, there has been a lot of uncertainty for businesses with EU and British headquarters. Businesses are being compelled to adopt costly contingency preparations despite repeated warnings from business organizations that political inaction is severely impairing their capacity to function efficiently.

These scenarios can be quite frustrating for business owners. The reality is that you can't sufficiently plan for the unknown, even if you try to be proactive rather than reactive. This is made much more frustrating when political playmakers disregard the realities of enterprises "on the ground." For an entrepreneur, political upheavals can be emotionally and morally difficult because they can make you absolutely powerless.

Some believe that governmental stability not only prevents all forms of change but also demoralizes the populace. The use of creativity and innovation is diminished. In order to have a better future through better possibilities,

many people want change in all spheres of life, including politics, business, and culture. Change is always dangerous, of course. Yet it is essential. Political stability can manifest as a lack of competitiveness caused by complacency and stagnation. The concepts of competition are not limited to the corporate world. Everything can benefit from competition, including political institutions, educational systems, businesses, innovations, and the arts. Political stability here refers to the absence of genuine opposition to the ruling class. The “politically stable” regime imposes severe restrictions on people’s freedoms.

The modern information space is saturated with a variety of political speeches, which have a strong and direct influence on the course of political development of world society, and not of a single country. With the advent of digital mass media, the delivery of ideologically and politically charged opinion has become easy, then, as a rule, these statements are broadcast live and can be stored on the servers of the world wide web, if not forever, then for a long time.

One should not forget about the emotional component, which is somehow present in any speech, and especially in a political one. Paradoxically, in order for the addressee to fully believe in the validity of the addressee’s words, he must feel the significance of the speech on a subjective-emotional level. Anger, joy, envy, love, indifference and others are all powerful elements that cannot be measured precisely, but whose presence and importance cannot be denied.

If we analyze political speech from the point of view of the nature of the addressee of political speech, we can say that there are the following types of objects in political speech: one is a political subject, and the other is a subject that is not an institutional political object. In the first case, if a politician is given the text of a political speech or a speech directed at the politician, the addressee may be the politician himself. Countries, parties, factions can also act as political recipients. In the second case, the addressee of a political speech can be an audience that perceives, for example, a greeting or the inauguration speech of the president. Based on this, we can say that the main goal of political broadcasting is the masses (Samoilova, 2016).

Translating political discourse involves a complex set of considerations that go beyond

simply converting words from one language to another. This requires a deep understanding of the cultural, historical and political contexts in which the discourse is situated. In addition, there is no universal approach to the translation of political speeches aimed at emphasizing people’s rights and mitigating clashes between different civilizations.

The main goal of this line of research is to understand how political speeches are translated and what specific translation strategies are used. In addition, there is a growing body of research in translation studies that uses a critical discourse analysis approach to the study of translation of political discourse.

Political texts do not share a logical structure. They often use language stereotypes and patterns. Inconvenient expressions are replaced by conventional ones, and sometimes they are used without any special purpose. Political language also facilitates the analysis of information. One of the important properties is the main focus of arguments on feelings, and not on the mind (Nahorna, 2005, p. 122–1230).

Political speech, which is considered one of the most significant genres in the political sphere, is characterized by its expressiveness and a set of linguistic features capable of influencing the formation of public consciousness. Therefore, our work is to evaluate the selection and use of appropriate means to enhance the expressiveness and visual content of the language and achieve the expected practical results.

You can agree with the author. A political speech and a government statement are these forms of public speech that are characterized by monologism. This means that participants in communication do not assume any dialogical actions, but one of the main functions of these genres is message and influence (Lukina, 2021).

English-language political discourse is a complex phenomenon that is studied with positions of various sciences. This is due to what happened in the second half of the 20th century, a linguistic revolution that led to the development of new directions and methods of study of language communication. These directions and methods were borrowed from different sciences, such as anthropology, cultural studies, aesthetics, semiotics, hermeneutics, cybernetics, neuropsychology, psychology, philosophy, sociology. Each of

these developed his own methods of analysis and conceptual apparatus. So, political discourse became the object of interdisciplinary research, methodology which intersect and complement each other (Lukina, 2021).

Conclusions. So, we come to the conclusion that the English language is political discourse. It is a complex system of communication that performs three main functions: informative, evaluative and imperative. Variety of political genres discourse allows politicians to fully inform the public about their activities, shape public opinion and influence decision-making. English-language political discourse is the subject of

many academic studies, as it is an important tool of political power and influence on society.

English-language political discourse is an effective tool for achieving goals in political activity. It can be used to inform, solicit, persuade, influence, etc. In addition, political discourse plays an important role in establishing and maintaining the status of a politician, forming his consciousness and behavior.

Prospects for further research. The prospects of our further research can be the continuous investigation of the English-speaking phenomenon of political discourse in the field of professional business communication.

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