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# ПРОБЛЕМИ ЛІНГВІСТИКИ ТЕКСТУ ТА ДИСКУРСУ

Отримано: 11 січня 2024 р.

Прорецензовано: 30 січня 2024 р.

Прийнято до друку: 7 лютого 2024 р.

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DOI: 10.25264/2519-2558-2024-21(89)-43-47

Antonyuk H. D., Pshtyr D.-M. Analysis of lexico-semantic etiquette expressions during establishing contact (based on English corporate discourse). *Наукові записки Національного університету «Острозька академія»: серія «Філологія»*. Острог : Вид-во НаУОА, 2024. Вип. 21(89). С. 43–47.

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УДК: 81'37:811.111'42

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## ANALYSIS OF LEXICO-SEMANTIC ETIQUETTE EXPRESSIONS DURING ESTABLISHING CONTACT (BASED ON ENGLISH CORPORATE DISCOURSE)

*The proposed study analyzed the use of etiquette language tools during contact establishment in English-language corporate discourse. It is noted that etiquette expressions and formulas, as a component of business communication and as a tool of mutually interested communicative interaction, play an important role in modern business culture. Etiquette models are used at all levels of business interaction and represent ready-made expressions not only from the point of view of morphological and syntactic structure, but also from the point of view of lexical and grammatical content. The specified expressions, stylistically and functionally justified, ensure accuracy, unambiguity and economy in communication processes, as well as contribute to the effective transfer of information and influence on the interlocutor, which is key to corporate discourse. The study of the ways of reproduction of grammatical forms of etiquette constructions in the target language revealed a number of interesting approaches and strategies aimed at ensuring the adequacy and effectiveness of communication in intercultural interaction. It is emphasized that the choice of the way of reproduction of grammatical forms of etiquette constructions in the target language should be based on a comprehensive analysis of cultural and linguistic features aimed at achieving maximum adaptation and mutual understanding in the process of international communication.*

**Keywords:** business discourse, communication, communicative strategies, etiquette formulas, contact.

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## АНАЛІЗ ЛЕКСИКО-СЕМАНТИЧНИХ ЕТИКЕТНИХ ВИРАЗІВ ПІД ЧАС НАЛАГОДЖЕННЯ КОНТАКТУ (НА БАЗІ АНГЛОМОВНОГО КОРПОРАТИВНОГО ДИСКУРСУ)

*У пропонованому дослідженні проаналізовано використання етикетних мовних засобів під час налагодження контакту в англomовному корпоративному дискурсі. Зазначено, що етикетні вирази і формули, як складова ділового спілкування і як інструмент комунікативної взаємодії, відіграють важливу роль у сучасній бізнес-культурі. Етикетні моделі використовуються на всіх рівнях ділової комунікації і являють собою усталені вирази як з точки зору морфології та синтаксису, так і з точки зору лексичного та граматичного змісту. Зазначені мовні засоби забезпечують економічність, точність, однозначність у спілкуванні, сприяють ефективному передаванню інформації та впливу на співрозмовника, що є важливим для корпоративного дискурсу. Дослідження шляхів відтворення граматичних форм етикетних конструкцій у цільовій мові виявило низку цікавих підходів та стратегій, спрямованих на забезпечення адекватності та ефективності комунікації в міжкультурному взаємодії. Наголошено, що вибір шляху відтворення граматичних форм етикетних конструкцій у цільовій мові повинен ґрунтуватися на комплексному аналізі культурних та мовних особливостей, спрямованих на досягнення максимальної адаптації та взаєморозуміння в процесі міжнародного спілкування.*

**Ключові слова:** діловий дискурс, комунікація, комунікативні стратегії, етикетні формули, контакт.

Modern globalization processes, and the transition to European standards in many areas actualize the need for effective communication in all spheres of social life. One of the important directions in the study of the general culture of communication

is business communication as a tool of mutually interested communicative interaction of all participants involved in it. The role of business communication is also growing because it is a multifaceted process of establishing and developing contacts between people. It covers not only the exchange of information, but also the perception and understanding of other participants in the communicative process and, on this basis, the development of a single line of communicative interaction. Since business communication permeates numerous links of social life, it is precisely this that determines **the relevance** of the stated topic.

Numerous domestic and foreign scientists were and are engaged in the study of various aspects of business speech: T. A. van Dijk, R. Barth, M. Foucault, Y. Habermas, J. Lee, and others. Some aspects of the functioning and translation of business discourse are highlighted in the works of such researchers as K. S. Frantzova, A. D. Schweitzer, O.V. Yemelyanova, D. P. Shapran, T. V. Chrdileli (business dialogue discourse), F. S. Batevich, O. O. Selivanova. (communicative discourse) O. H. Berestenko (culture of professional communication), P. M. Grabinskiy, T. B. Hrytsenko (ethics of business communication), A. P. Koval, V. F. Maksimenko (language of professional communication).

**The purpose of this study** is to determine the role and place of business communication in the field of corporate discourse; analyze the most used etiquette expressions at the stage of establishing contact; and find out the role of etiquette expressions for effective business communication.

**Presenting main material.** Communication is an important component in the field of business relations since work efficiency and coordination of actions in business structures occur through communication.

In American business culture, communicative contact is based on contact-forming units. Such units are greetings, appeals, introductions, apologies, status reports, compliments, etc. The specified language structures are reproduced in speech with the help of established formulas of speech etiquette, clichéd constructions, and means of direct addressing. The purpose of such language constructions is to attract the interlocutor's attention, and to avoid possible communicative misunderstandings that may arise in the absence of physical or acoustic contact between the participants of the communicative process.

The first important step on the way to establishing contact is the correct address, which includes a nomination – an address to the addressee aimed at verbally attracting attention. Such verbal attention-grabbing is the first step in establishing communication. The correct appeal to a partner has an impact on the further course of communication and plays a decisive role in the effectiveness of business communication.

However, in the context of establishing contact, addressing is important – the process of nomination of the addressee, aimed at verbal attention, which, in turn, can act as the first step in establishing a connection. The appeal to the addressee affects not only the direction of speech interaction but also often determines the further course of business communication in various contexts. This is a key point that determines the tone, style, and effectiveness of communication in a corporate environment. The interaction between interlocutors is determined by how they address each other, forming the basis for further exchanges of information and solving issues.

In particular, the chosen form of appeal can mark the level of formality or informality of communication, indicate the level of professional closeness, and determine the degree of respect between the participants of the communication. In a business environment where accuracy and clarity of speech are of great importance, the chosen method of address can determine the entire nature of the discussion and interaction between colleagues, partners, or customers.

For successful corporate communication, it is important not only to use appropriate forms of appeal but also to take into account the context and specifics of interaction to create a favorable climate for effective information exchange and achievement of common goals.

In the field of business communication in the USA, etiquette differences are expressed through features of address that take into account the gender aspect and social status of individuals. In normal cases, the use of titles such as Mr, Mrs, and Ms is standard.

Such a way of addressing «Mr. Walker» is perceived as a means of regulating the social and emotional dimension of the communicative situation. This creates a certain social distance and establishes a restrained tone of interaction that meets the standards of corporate communication.

In known cases, the use of the formal addresses «Sir» and «Madam» for men and women respectively is common. It is important to note that these terms are never used together with the full name. You can also choose to address people according to their position, using the title of the position or the position together with the last name. For example, «Professor!», «Doctor!», «Captain!» – these are accepted forms of addressing persons who have certain positions or actions.

In corporate culture, sometimes the etiquette phase of the greeting can be omitted due to the brevity and linguistic economy of business language, which adapts to the principle «Time is money» (Jones, L., 1989).

In the framework of business communication, a compliment is an important element of speech interaction among English speakers. This element has a great impact on the establishment of interpersonal relationships between communicators, regulating the level of mutual understanding and, accordingly, determining the success of communication as a whole. In the sphere of business discussion, compliments are used both between equal partners and between persons of different social statuses. They are used to express the speaker's positive psychological state or intention, and contain representative content in the form of a positive evaluation.

Interaction between persons of unequal social status can also be expressed through the use of compliments as a form of polite and respectful greeting. Usually, these compliments are given by communicators with a lower social status and are of an etiquette nature. Expressions of this kind are distinguished by the use of stereotypical social scenarios and serve as ready-made, stable formulas of speech etiquette. Their meaning is fixed by a constant lexical representation and a stable syntactic structure, which makes them an integral part of the system of speech etiquette (Ellis M., Johnson Chr., 1994)

For example, in a situation of interaction with a higher social position, one party may congratulate the other using a compliment: «Your achievements in the recent project were truly commendable, Mr. Johnson.» In this statement, there is a combination of politeness and recognition of achievements, which reflects the norms of etiquette in such a context.

Establishing contact can occur through non-verbal means, in particular, such as elements of speech etiquette that express the emotional state of a person. This includes forms of behavioral activity that are not related to language but perform a communicative function. The use of non-verbal means of communication requires communicative competence from communicators, which involves

the ability to adequately interpret these signals and obtain the necessary information. In such cases, understanding «what's the matter» depends on the speaker's ability to adequately respond to the interlocutor's nonverbal expressions (Chrdileli, 2009).

From the point of view of American business etiquette, the stage of establishing speech contact and greeting is considered critical in terms of creating a positive impression and establishing friendly relations. During this stage, when starting communication, it is necessary to take into account cultural characteristics and use etiquette formulas that reflect the desire for mutual understanding and positive relationships. It is also important to consider non-verbal aspects of communication, such as the handshake, which is a standard form of contact and politeness in the US. The interaction of non-verbal elements can significantly improve the impression and contribute to effective communication:

After two minutes, Anthony was ushered into an opulent inner chamber, where the expansive dimensions and luxurious comfort of the leather-clad armchairs immediately captured his attention. Mr. Isaacstein, the superior, rose from his seat to greet Anthony, extending a handshake in a gesture of welcome (Agatha Christie. *The Secret of Chimneys*, 2001: 204).

In this particular case, there is contact between a manager (Mr. Isaacstein) and a subordinate (Anthony), who implements the initial stage of interaction on a non-verbal level. Mr. Isaacstein rose to greet him and extended his hand for a handshake. The initiative to establish non-verbal contact through a handshake, carried out by a person with a higher status in the communication interaction, testifies to the symmetry and equality of relations between the communication participants. This indicates that the status distance in American corporate culture is small, and initiative can come from both sides, contributing to the creation of an atmosphere of mutual understanding and cooperation. This approach emphasizes the principles of equality and mutual respect in communication between partners in the corporate environment.

In the field of business communication, a handshake is a traditional element that is typical for both men and most American businesswomen. If the acquaintance takes place on a fairly close level, Americans often express their joy by patting each other on the back and exchanging smiles. The slogan «Keep smiling!» has been popular in American society for decades. («Smile!»), because they believe that «a smile is the most effective weapon, with the help of which it is easiest to penetrate through the shell of other «I». A friendly smile helps to eliminate wariness or aggressiveness, to overcome any obstacles in communicating with people» (Jones, L., 1989).

In American society, an open face, a direct gaze, and a friendly smile are important attributes for successful language contact. These elements of non-verbal communication are often seen as a manifestation of openness, sincerity, and a positive attitude toward the interlocutor. They create an atmosphere of trust and promote effective mutual understanding, which is important in a corporate environment. In a business environment, these personality traits are often associated with communicative competence and professionalism.

For the correct interpretation of the informational content of units of establishing contact in a dialogic discourse, pragmatic aspects of communication should be taken into account. Key among them are communicative roles, social statuses, relationships between partners (symmetrical or asymmetric), socio-psychological distance, and communication conditions. When choosing speech means for establishing contact within the corporate culture, such parameters as the degree of familiarity of the addressee, his social status in the hierarchy, as well as «colleague-colleague» and «superior-subordinate» relationships should be taken into account. Speech behavior in the corporate environment of each individual is determined by his position in the social hierarchy.

The main tasks performed by the lexical means of establishing contact in corporate culture include phatic functions such as greeting, prompting to action, requesting information, self-introduction, messaging, enlisting cooperation, offering assistance, and attracting and commanding attention.

With the help of speech means aimed at establishing contact, regulatory activity is carried out, during which a participant in communication, who has a higher social role status, influences the intentions of his partner, choosing priority tasks and providing an impetus for the performance of certain, as a rule, predictable linguistic and non-verbal actions. So, the initial phrase performs the function of establishing contact and encouraging action.

In the context of corporate discourse, the choice of speech means for establishing contact is determined by the task of the communicative act and the social role status of the participants. In the case of interaction at the «superior-subordinate» level, where accuracy, objectivity, and specificity are required, brevity and lack of ambiguity are important. For example, in such situations, formalized expressions are used that define clear duties and instructions. In the case of interaction between colleagues of equal status at the level of «colleague-colleague,» where relative equality dominates, it is possible to use speech means that are marked by emotionality and imagery. In such situations, it is important to encourage the free exchange of ideas and the expression of personal views.

Lexical units used in corporate culture to establish contact not only perform a regulatory function but also determine social relations within a specific communicative act. These expressions reflect the communicators' awareness of their role and the role of the interaction partner, contributing to effective communication in the organizational environment.

Interaction between individuals in discourse is carried out using various speech and non-speech means of communication. Corporate discourse is defined as a special form of institutional discourse that functions in the institutional environment and manifests itself in relationships determined by status-role relations.

At every communicative level, etiquette plays an integral role in interaction. In the English language, the high frequency of typical situations leads to the standardization of speech means serving these situations. This creates standardized means of speech that deserve attention for further study and continuous improvement. Speech etiquette is a microsystem of specific stable communication formulas adopted and recommended by a group of people to establish contact and maintain communication in a certain tonality (Ellis M., Johnson Chr., 1994). Such stable communication formulas, or communication stereotypes, are typical, repetitive constructions used in high-frequency everyday situations. Each of the formulas of English speech etiquette has its unique specifics of use and is also characterized by lexical-semantic and grammatical features. Greetings are a key element of language etiquette that initiates any kind of language communication, regardless of whether the interlocutors have a previous acquaintance.

In the etiquette expressions of the English language, there is a universal tendency to change the lexical content of speech acts that are part of the etiquette speech genre of greeting. This tendency is manifested in a tendency to use less formal lexical units and a reduction in the number of communicative elements (Kobyakova, 2006).

For the most part, etiquette expressions are considered traditional and are still used today. These include «Good morning!» (Good morning!), «Good afternoon!» (Good afternoon!), «Good evening!» (Good evening!), «How do you do!» (Hello!), «I congratulate you!» (Glad to see you), «Happy to see you again» (Happy to meet you again):

(1) H: Hello, Mr. Staner! Glad to see you. S: Great to see you again, Henry! Well thank you! I hear you are to join our department shortly (The Financer, p. 240). Among the lexical-semantic features of traditional greeting etiquette formulas, it is important to note several expressions with the root «good»: «Good morning!» (Good morning!), «Good afternoon» (Good afternoon) and others:

(2) P: Good morning Steve! S: Glad to see you, buddy! How was your meeting? P: Sorry mate, but I'm afraid I have to go now, talk to you later.

In the communicative interaction between the addresser and the addressee, when using names in the English language, one can note the prevalence of shortened forms of names, such as «Ol» (Oliver), «Herb» (Herbert), «Bill» (William), «Fred» (Frederik), etc. However, it is important to note that in English these abbreviated forms do not always indicate friendship or casual relations, as it can be in Ukrainian variants, for example, «Anya», «Rostyk», «Vasya», «Lyuba», etc., which are used to indicate exactly this type of connection.

(4) S: Excuse me... Captain?!

K: Force Commander has given you the green light for complete cooperation, correct?

S: Yes, Captain.

In English corporate discourse, etiquette formulas of apology play an important role in maintaining the correctness and politeness of interaction between participants of communication. It becomes especially important to use the apology imperative in the context of interaction with different statuses and roles. In a corporate environment where hierarchy is maintained, avoiding a possible offensive effect on the addressee's «face» is a key element. The use of etiquette formulas of apology helps to create a positive tone of interaction and supports a polite communication style.

That is why, in situations where the addressee needs to convey a message that can be perceived as a demand or a burden, mitigating means are often used with the help of politeness indicators. Such means include etiquette formulas of apology, such as «Excuse me», «I'm sorry», «I beg your pardon», «Please, excuse me», please), «I'm sorry for troubling you.» These expressions indicate the desire to express respect to the addressee and smooth out the possible impact of the demand or concern on his «face».

Such etiquette formulas help to ensure a polite and positive nature of communication, especially in cases where the message may cause a reaction of feeling burdened or unpleasant. The use of such indicators of politeness helps to preserve the harmony of interaction and supports a positive tone of communication in any context, including the corporate environment.

The expression «I'm sorry» is used to express a spontaneous apology to another person. This may be related to an apology for one's actions, an expression of sympathy or sympathy for the situation, or simply as an expression of apology for any misunderstanding or inconvenience.

Noting examples of English language etiquette, one can note the expressed restraint and laconic expression that characterizes communication in this language. In many cases, there are no etiquette stereotypes, since the main purpose of communication is the transfer of information and the exchange of necessary data, which simplifies contact to a minimum volume (Jones, L., 1989).

Regarding the expression of the category of apology in English speech, we observe point hyperbolizations where intensifiers such as «such as,» «so,» «very,» «terribly,» «awfully» and others are used. For example, in the statement «I am sorry I did not introduce myself» from the novel «Twice a Bride» (Muir Rae, 1998:122), the speaker uses the intensifier «dreadfully» to exaggerate his guilt. It reflects an emotional mood and expresses deep feelings of apology.

Ukrainian etiquette expressions at the stage of establishing and maintaining contact can have form in all three ways: imperative (command), conditional and valid. For example, in the case of an imperative expression, the words «hello» or «donate» are used. In the conditional method, constructions such as «could you...» or «would it be possible» are used. The valid method can be found in statements like «I won't forget my age» or «You're right.» In addition, verbs can be combined with different parts of speech, as in the expressions «good luck» (participle + verb), and «welcome» (adverb + verb) (Kobyakova, 2006).

In English, etiquette expressions can also have different forms, such as «Have a nice day» (verb + article + adjective + noun) or «How are you?» (adverb + verb + pronoun). It is important to note that Americans are famous for their general, non-specific, friendly behavior towards all members of society. This is illustrated by the popular etiquette phrase «Have a nice day», which they often use when addressing strangers.

Ways of expression in corporate discourse can vary significantly depending on the context and purpose of communication. For example, when introduced in a work environment, formal expressions such as «Nice to meet you» or «Pleased to make your acquaintance» may be used, while «Thank you» or «I appreciate your help.»

The speaker must also understand the variability of the forms of utterances depending on various aspects, such as his status, the status of the addressee, and the formality or informality of the situation. For example, more formal language may be used in important business communications, while less formal forms may be used in informal discussions among colleagues.

In general, mastering the ability to choose and adapt etiquette expressions in various communicative situations is key to successful corporate communication. These elements of etiquette relations are implemented at different levels of language:

**Linguistic aspect:** Orientation in normative variants of statements involves understanding language structures, lexical units, and grammatical constructions that are characteristic of corporate discourse. This may include analysis of texts, publications, English corporate documents, and stylistic features of speech.

**Socio-cultural aspect:** Taking into account cultural characteristics is important for the correct use of etiquette formulas. Social norms, values, and expectations in the American corporate environment can be studied through literary sources, empirical research, or interaction with native speakers.

**Psychological aspect:** Understanding the psychological aspects of communication helps to determine which etiquette formulas will be properly received in specific situations. Psychological aspects can be studied through literary works on the psychology of communication and social psychology.

**Practical experience:** Gaining practical experience in the corporate environment of an English-speaking country, participating in trainings or interacting with colleagues can help adapt and improve the ability to use etiquette formulas.

So, in addition to theoretical knowledge, a practical approach and the study of various aspects of communication can greatly facilitate the mastering of etiquette formulas in English corporate discourse.

At the lexical-semantic level, the use of special words and fixed expressions, such as «Please,» «See you later» in English and «Good day,» «Thank you,» and «Good-bye» in Ukrainian is key to maintaining politeness and correctness in communication

At the grammatical level, it is important to use expressions that express politeness, such as addressing a person as «you» (You in English, Vy in Ukrainian).

At the phonetic level, attention should be paid to polite intonation, which helps to maintain the tonality determined by the situation and express politeness in the voice.

At the text level, it is important to follow the rules of etiquette, such as the prohibition of interrupting the interlocutor or interfering in the conversation.

Researcher Leo Johnson in his work «Principles of Pragmatics» notes negative and positive politeness, which are used to achieve understanding between communicators. Positive politeness, in particular, involves the use of speech acts such as compliments and thanks to enhance the addressee's role and establish contact (Jones, L., 1989).

The use of negative politeness strategies involves preserving the addressee's freedom of action and includes methods of avoiding and smoothing statements that may be perceived as intrusive during corporate communication. Such situations may include critical remarks and direct requests to the interlocutor.

The use of negative politeness is often expressed in the use of strategies such as avoiding direct confrontational speech and using cautious wording. For example, instead of a direct request or demand, a more roundabout approach can be used, such as «Would you mind considering...» or «I was wondering if it might be possible to...»

Avoiding the use of critical remarks or direct requests allows you to maintain an atmosphere of mutual understanding and civility, which is important in a corporate environment where it is important to maintain partnerships and avoid conflicts.

**Conflict Avoidance:** One of the negative politeness strategies is to avoid conflict through unique wording. For example, instead of directly expressing criticism, you can use an avoidance strategy, focusing on the positive aspects or another topic.

**Using generalizations:** Using generalizations and generalizations can help soften a harsh tone when expressing displeasure or disagreement. This allows you to avoid the direction of statements on a specific person or his actions.

**Use of soft tones:** The use of soft tones in statements allows you to reduce the emotional load and emphasize the desire to express your thoughts without the impression of aggression or negativity.

**Questions instead of statements:** Using questions to express uncertainty or uncertainty can help soften the tone of communication and avoid direct demands.

**Using constructive advice:** Instead of criticism, you can give constructive advice or offer ideas aimed at improving the situation.

These strategies help to maintain civility in a corporate environment while ensuring that negativity is expressed without losing the relationship with the interlocutor.

**Conclusions.** Expressions of speech etiquette in corporate communication, which are intended for polite communication between its participants in certain situations, have become permanent and stereotyped formulas in communication.

Communication units include verbal and non-verbal means, standard formulas of speech etiquette, established constructions and means of direct address that perform various functions in interaction. These functions include greetings, calls to action, requests for information about tasks or services, messages and alerts, soliciting cooperation, offers of assistance, attention-getting, and attention-grabbing. They are used at all levels of business interaction and represent ready-made expressions not only in terms of morphological and syntactic structure but also in terms of their lexical and grammatical content. The specified expressions, stylistically and functionally justified, ensure accuracy, unambiguity, and economy in communication processes, as well as contribute to the effective transfer of information and influence on the interlocutor, which is important in corporate discourse. The choice of etiquette constructions in the target language should be based on a comprehensive analysis of cultural and linguistic features aimed at achieving maximum adaptation and mutual understanding in the process of business communication. We consider it promising to study other stages of communicative interaction in dialogic speech, in particular, the maintenance and completion of speech contact depending on the purpose of communication and the communicative needs of the addressee.

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