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PROFESSIONAL DISCOURSE IN THE REALM OF SCIENTIFIC RESEARCH

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ПРОФЕСІЙНИЙ ДИСКУРС У ЦАРИНІ НАУКОВИХ ДОСЛІДЖЕНЬ

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***Abstract.** The article was devoted to the study of theoretical works that consider the concepts of institutional and professional discourse. There were observed the classifications of discourse based on certain methodological principles. Observing the peculiarities of discourse, there were pointed out different points of view. The role of communicative paradigm and context was mentioned. There were lit the peculiarities of personal and status-oriented discourse. It was pointed out that the interpretation of the concepts of professional and institutional discourses is associated with the identification of features that reflect the systematic nature of communication in certain conditions. It was mentioned that the criterion for identifying types of discourse is the relationship between the participants in communication. The concepts of institutional discourse, business discourse, professional discourse and workplace discourse were separated. Typical features of institutional discourse were noted. Characteristic sides of professional discourse were observed. Propositions for the further investigation of professional communication were made.*

***Key words:** scientific approach, linguistics, communication, institutional discourse, professional discourse.*

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***Анотація.** Статтю було присвячено дослідженню теоретичних робіт, що розглядають поняття інституційного та професійного дискурсу. Було виділено класифікації дискурсу, засновані на певних методологічних засадах. Спостерігаючи за особливостями дискурсу, були вказані різні точки зору. Була згадана роль комунікативної парадигми та контексту. Висвітлювались особливості особистого та статусно-орієнтованого дискурсу. Було вказано, що інтерпретація концепцій професійного та інституційного дискурсів пов'язана з виявленням особливостей, що відображають систематичний характер спілкування в певних умовах. Було вказано, що критерієм для виявлення типів дискурсу є стосунки між учасниками спілкування. Поняття інституційного дискурсу, ділового дискурсу, професійного дискурсу та дискурсу на робочому місці були розділені. Відзначено типові риси інституційного дискурсу. Були відзначені характерні сторони професійного дискурсу. Висловлено пропозиції щодо подальшого дослідження професійного спілкування.*

***Ключові слова:** науковий підхід, лінгвістика, комунікація, інституційний дискурс, професійний дискурс.*

The problem of studying modern forms of discourse, including professional epy one, becomes extremely relevant during the period of economic globalization that deepened in the 21st century. Today, discourse is studied within the framework of communicative, cognitive, sociolinguistic, pragmatic approaches, including the synthesis of various directions, which allows us to investigate discourse as the communicative process.

General modern classifications of discursive varieties are grounded on the criteria and features that unite the overwhelming degree of discourse interpretations, the participants of communication, communicative tonality, the channel of discourse implementation, the manner and purpose of communication, the type of speech genre, and the leading scientific and theoretical approach. The task of modern discourse classification is rather difficult. Following the remark of A. A. Kibrik, the forms of discourse are as diverse as the forms of human life itself [1, p. 4]. Consequently, The classification various is based on different signs of the investigated notion.

The analysis different types of discourse has been extremely popular in contemporary linguistic investigations. We may observe the classifications of discourse based on certain methodological principles. Which often embrace the expansion of the field of discourse analysis considered as the result of integrative interdisciplinary processes.

Observing the peculiarities of discourse, there exist different points of view. According to F. Batsevych, discourse is interpreted as a whole text or a couple of united by definite features texts, as a process of text inducement and reception; and thus discourse in this sense is treated as a cohesive text [2, p. 19]. Another way is represented E.S. Kubryakova [3, p. 19] who resolves the problem by inculcating the discourse into a cognitive-discursive, or a communicative-cognitive response. It presupposes on the one

hand, pragma-linguistic investigation of discourse with its further description in the terms of speech acts and communicative events and on the other hand, and sees the cognitive analysis the task of which is to determine the structures of representation of different types of knowledge and language strategies.

From the standpoint of pragma-linguistics, discourse is a reflection of human psychology, so it depends on both the speaker and the recipient. From the standpoint of cognitive linguistics, discourse is considered as a special fragment of the mental world, as a process of generation and understanding of the text as the result of which, its mental representation is constructed in memory [4, p. 158-159]. In the communicative paradigm discourse focuses on the functions of communication, communicative activity and the impact on this activity of the context of its implementation, ways of expressing the relevant intentions and attitudes [5]. Such typology of discourse, can be built on different bases, of which the following are leading: 1) unidirectionality / versatility of meanings, 2) predestination / openness of reactions, 3) seriousness / frivolity in communication, 4) cooperativeness / conflict, 5) priority of content / priority of form of communication, 6) specificity / abstractness of the topics [6].

Personal discourse is presented in two main varieties: everyday (common) and existential discourse. The status-oriented discourse is the institutional communication, i.e. verbal interaction of representatives of social groups or institutions with each other, with people realizing their status-role capabilities within the framework of established social institutions the author refers to the institutional type as pedagogical, religious, scientific, political and medical types of discourse; to the non-institutional type – being and every day. Scientific (academic) discourse – verbalized in the text type of discursive activity in the field of communication, speech interaction of representatives of the relevant social group / institute in order to realize status-role opportunities within the limits set by this social institution, component of «professional discourse zone» [7, p. 7]. Discourse may also be understood as a communicative situation that occurs between the addressee and the addressee in the process of communicative action in a certain temporal, spatial and other contexts. This communicative action can be verbal, written, and have verbal and nonverbal [8, p. 18].

Status-oriented discourse embodies itself in the sphere of official communication, where communication is provided within the given framework of status-role relationships. Then it is implemented in appropriate types of institutional communication, its participants clearly realize the purpose of their communication. Within the institutional communication we may observe speech receptions and optimal impact on the addressee, stereotypes of communicative behavior. The participants of the institutional discourse preserve the symbolic maintenance of status-role relations and their inherent features. The purpose of communication, its representative communicative function, participants and fixed typical circumstances of communication are the important factors of institutional discourse [8. p. 30].

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Thus, the interpretation of the concepts of professional and institutional discourses is associated with the identification of features that reflect the systematic nature of communication in certain conditions. Foreign studies present a fairly extensive paradigm of nominations denoting the types of linguistic interaction of communicants in the workplace. Institutional discourse means communication within the defined boundaries of status-role relations. Its basic participants are the representatives of an institution (agents) and people who turn to them (clients) [9, p. 25-30].

The concepts of institutional discourse, business discourse, professional discourse and workplace discourse are considered to be related. The term workplace discourse, which is absent in Ukrainian research, are often used interchangeably. P. Drew and J. Heritage define institutional communication as «having a purpose and involving at least one participant representing an official organization» [10, p. 3]. The terms «business discourse» and «professional discourse» are considered as such, besides, the term «business discourse», is used to denote the discourse taking place in the workplace in a commercial sector. Professional discourse is understood as a set of written and oral texts that function in some professional environment to achieve the professional goals with the mandatory condition that at least one participant of communication is professionally trained [11, p. 5].

Signs of institutionality are fixed by the role characteristics of agents, clients, typical chronotopes, symbolic actions, stencil genres and speech clichés. Typical features of institutional discourse reflect the key concept of institutions that describe and are related with certain speakers' functions, devices for sending these functions, public rituals and behavioral stereotypes, mythologemes, as well as the texts that are produced in this socially grounded formation. Neutral features include general - discursive, personality-oriented traits, traits belonging to other types [12, p. 5].

The criterion for identifying types of discourse is the relationship between the participants in communication. Participants in personal discourse display the qualities of their personality in their entirety, while institutional discourse requires communicants of a cliché type of communication that takes place in accordance with the norms of a given society in public institutions. Institutional discourse presupposes communication within the framework of institutions established in society as an interaction generated by the very activity of a particular social institution, T.A. Van Dijk argues that professional discourse can be divided into three categories. Intra-professional discourse or discourse in a specific profession, such as communication between scholars. Inter-professional discourse or discourse between individuals or representatives of different professions, such as communication between doctors and pharmaceutical salesmen, or between accountants and engineers; and professional-language discourse, such as communication between lawyers and their clients, or between advertisers and their potential clients [4, p. 154].

«Professional discourse studies have developed in the last two-to-three decades. As a discipline it has been dealt with in a scholarly manner by many applied linguists and discourse analysts. The first notable work on professional discourse is *The Construction of Professional Discourse* (Gunnarson et al., 1997), an anthology which became referential for the study of professional discourse. According to Gunnarson (1997), professional discourse emerged from the overall discipline of applied linguistics and applied discourse analysis and belongs to the area of languages for specific purposes (ESP) or specialized languages. The discipline termed 'professional discourse' developed side by side with the related fields of organizational discourse, workplace discourse, institutional discourse, and more recently, corporate discourse, all related to or rather subservient to specific forms of communication» [13, p. 108].

Professional discourse is a language created by trained professionals to perform actions in the workplace. Some scholars believe that this is only related to communication between writer and reader, both of whom are professionals. Such discourse is characterized by creativity, truth and professional value; it is characterized by other features of professional discourse, such as: professional orientation, anthropocentrism, multi-disciplinary character, disproportionate development of its individual parts, dialogical character, selectivity, non-cyclical, didacticism, dynamism, linguistic norms, stylistic stratification [14, p. 7].

Professional communication acts as a narrower interpretation of institutional communication [15]. Speaking about professional intercultural communication, linguistic, communicative and subject competences are usually distinguished. «It emerged from (social) realities and has become the object of discourse analysis, or rather applied discourse analysis, and as part of applied linguistics. It has been approached as a complex interdisciplinary study to which some methods of analysis used for the study of its subservient disciplines have been applied» [13, p. 108].

The first is understood as knowledge of special vocabulary, both literary and colloquial, the second – as the ability to adequately respond to the needs of the addressee, the third – as special knowledge about a certain activity. Examining professional discourse, linguists correlate this type of communication with non-professional discourse, on the one hand, and different types of competence, on the other hand. In contrast to the types of discourse on the basis of professionalism, non-professional discourse is interpreted extremely broadly. Professional communication is defined as subject-oriented discourse; professional discourse is a communication of specialists in connection with the solution of problems requiring professional training.

An important aspect that should be added to the conceptualization of professional discourse is the interactive or emotional function of language in professional contexts, where interpersonal negotiations about meaning are always at stake in addition to information exchange. The language used by professionals plays an important role in generalizing their professional roles and identities [16]. The main function of the

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professional discourse is the provision of information and its exchange. It can be focused on: professional colleagues; various professionals in related or non-related spheres; non-professionals. Finally, it can be used as a regulating means applied to control the professionals themselves.

Professional discourse, understood as communication of specialists with each other or with those who turn to them for advice or professional help and plays an important role in professional socialization, which is the process by which people acquire specialized knowledge, skills, attitudes, norms and interests, necessary for the effective fulfillment of their professional roles.

Professional discourse can be defined as any semiotic forms – spoken, written, or visual, composed and composed of social and domain contexts, and used by professionals with special training to achieve transactional interaction as well as socialization and normative function. As an interdependent system related to ideology and social relations, professional discourse can be oriented among professional peers and different professionals, focused on non-specialists or used as a regulatory force to control the practice of professionals themselves [16].

In sociolinguistics it is proposed to distinguish between three types of situations associated with taking into account the role of language in the activities performed: 1) work related to language (journalism, pedagogy, psychotherapy, political activity); 2) labor, to a lesser extent associated with language (medicine, design and technological work); 3) work, for which mastery of speech is practically not necessary [17, p.406]. The most important characteristics of professional discourse are its profile features – nominative detailing in a certain subject area, instrumental comprehension and professional indication, which manifests itself in a reduced form when communicating with specialists and in expanded form when communicating with people from the outside [16].

O.V. Akimova considers that when building a typology of professional discourse, «one should proceed from the characteristics of those types of professional activity that appear in the discourse under study (for example, business negotiation discourse, advertising discourse, civil aviation radio exchange discourse, medical discourse, television and radio interview discourse, etc.)». In this regard, the author considers the communicative activity of specialists and professionals within the framework of discourse (process), opposing the latter to the text as a product of speech activity [18, p. 36].

When determining the types of professional discourse, first of all, one should proceed from the characteristics of those types of professional activity that appear in the discourse under study, like in business negotiation discourse, advertising discourse, military discourse, media discourse.

In professional communication, an important role is played by the norms and values of labor exchange, exchange of activities, as well as specific forms and methods of

interaction between people in solving business issues, stereotypes in official, official and other types of behavior. The patterns of using strategies, techniques and the choice of linguistic means, established in speech practice, form the discourse of professional communication in all the variety of its forms and types.

The following classifications of professional discourse are possible: according to the way of presenting the discourse, according to the status of communicants, according to the type of behavior of the communicants, according to the type of the surrounding situation.

Taking into account additional characteristics (professionals and non-professionals, hierarchy of communicants, cultural-national component, emotional and cultural component, standard / non-standard situation, non-verbal components) allows us to identify more specific types of discourse. Taking into account additional characteristics (professionals and non-professionals, hierarchy of communicants, cultural-national component, emotional and cultural component, standard / non-standard situation, non-verbal components) allows to identify more specific types of discourse. These include oral and written forms; discourse led only by professionals (two surgeons about the coming operation); or led jointly by professionals and non-professionals (captain of the submarine and a reporter); discourse led only by non-professionals (mothers about the army service); discourse with the manifestation of different hierarchical position of communicants (general and lieutenant); discourse without taking into account the cultural and national component (impolite, aggressive, incompetent); discourse taking into account the cultural and national component (positive, showing empathy); discourse with the manifestation of nonverbal components.

Each type of discourse is characterized by its own components (various terms, units of professional vocabulary and nationally coloured units, phraseologisms, slang words, jargonisms), its own syntactic types of utterances and their communicative aims. Consequently, it seems appropriate to consider all types of discourse of one professional sphere with the identification of their specific inventory, syntactic types, features of thematic focus and communicative goals.

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