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COMMUNICATIVE-PRAGMATIC FUNCTION OF SPEECH IN BUSINESS COMMUNICATION

Abstract. This research paper considers the communicative-pragmatic function of speech inherent in business communication, which is considered part of the category of speech act, communicative situation, logos, ethos, and pathos. Psychological, communicative, and cognitive aspects of speech in business communication are analyzed as well. On the basis of social relations, a person is involved in all spiritual experiences and acquires his mind, behavior, emotions, mental process and knowledge, and communication culture. Therefore, it is very necessary to study speech as a biosocial phenomenon, which serves as a regulation mechanism between the individuality and socialization of a person. The objective of the research work is to reveal the communicative-pragmatic features of speech in business communication in the socio-functional aspect. Speech shows individuality as a biological phenomenon that is unique to a person, behind it is intuition, perception, feeling, thinking, reasoning, etc. There are cognitive and psychological components. These components allow people to recognize themselves and their environment. A person engages in speaking in order to inform others about what he knows and wants to know. The purpose of speech is to convey how one understands the environment, the world, what he knows, and how he can store, use, and change information. From this purpose, it is possible to see the process of speech "transition from individuality to socialization", that is, the socialization of speech. Socialization of speech takes place in the course of people's discussion, conversation, exchange of ideas, and communication in the public environment. From this comes the social function of speech. Social service determines the importance of influencing others, thinking, communicating with others, and the realization of the idea of community and joint action among people.

Keywords: logos, ethos, pathos, perception, empathy, apperception, discourse, motivation, speech ethics.

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ІСКЕРІ ҚАРЫМ-ҚАТЫНАСТАҒЫ СӨЙЛЕУДІҢ КОММУНИКАТИВТІ-ПРАГМАТИКАЛЫҚ ФУНКЦИЯСЫ

Аннотация. Мақалада ауызша формадағы іскери қарым-қатынасқа тән сөйлеудің коммуникативтік-прагматикалық қызметі сөйлеу актісі, коммуникативтік жағдаят, логос, этос, пафос категориялары аясында қарастырылады. Іскери коммуникациядағы сөйлеудің психологиялық, коммуникативті-танымдық қырларына талдау жасалады. Сөйлеуді әлеуметтік қызмет тұрғысынан арнайы зерттеу – бүгінгі күні өте өзекті мәселе. Әсіресе іскери қатынаста адамдардың қоғамдасуына, бірлесуіне қызмет атқаратын сөйлеу заңдылықтарын зерттеу аса маңызды. Ғылыми мақаладағы *негізгі міндет іскери қатынастағы сөйлеу стилін коммуникативті-прагматикалық тұрғыдан саралау*. Сөйлеу адамға ғана тән биологиялық құбылыс ретінде даралықты көрсетеді, оның астарында түйсіну, қабылдау, сезу, ойлау, пайымдау, т.б. сияқты когнитивті психологиялық компоненттер бар. Осы компоненттер адамдардың өзін және қоршаған ортаны тануға мүмкіндік береді. Таныған, білген нәрсесі туралы басқаларға ақпарат беру үшін адам сөйлеу әрекетіне түседі. Сөйлеудегі мақсат – қоршаған ортаны, әлемді қалай түсінетінін, білгенін жеткізу және ақпаратты қалай сақтай алатынын, қолдана алатынын, өзгерете алатынын көрсету. Осы мақсаттан сөйлеудің «даралықтан әлеуметтенуге қарай өту» процесін, яғни сөйлеудің әлеуметтенуін көруге болады. Сөйлеудің әлеуметтенуі адамдардың қоғамдық ортадағы пікірлесуі, сөйлесуі, өзара ой бөлісуі, қарым-қатынасқа түсуі барысында жүзеге асады. Осыдан келіп сөйлеудің әлеуметтік қызметі шығады. Әлеуметтік қызмет ой-пікірді жеткізу барысында басқаға әсер ету, ой салу, басқалармен қарым-қатынасқа түсудің маңызын және адамдар арасындағы біріккен әрекеттің, қоғамдасу идеясының жүзеге асуын айқындайды.

Тірек сөздер: логос, этос, пафос, перцепция, эмпатия, апперцепция, дискурс, мотивация, сөйлеу әдебі.

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КОММУНИКАТИВНО-ПРАГМАТИЧЕСКАЯ ФУНКЦИЯ РЕЧИ В ДЕЛОВОМ ОБЩЕНИИ

Аннотация. В данной научной статье рассматривается коммуникативно-прагматическая функция речи, присущая для делового общения, которые рассматриваются в рамках категории акта речи, коммуникативной ситуации, логоса, этоса, пафоса. Также анализируются психологические, коммуникативные и когнитивные аспекты речи в деловом общении. Актуальной проблемой на сегодняшний день выступает специальное исследование речи с точки зрения социальной деятельности. Особенно важно изучение речевых закономерностей, которые служат общению и сплочению людей в деловом общении. Задачей исследования является дифференциация стиля речи в деловом общении с коммуникативно-прагматической точки зрения. Речь показывает индивидуальность как биологический феномен, присущий только человеку, за ним стоят интуиция, восприятие, чувство, мышление, рассуждение и т. д. Есть когнитивный и психологический компоненты. Эти компоненты позволяют людям узнавать себя и свое окружение. Человек занимается говорением, чтобы сообщить другим о том, что он знает. Цель речи — передать, как человек понимает окружающую среду, мир, что он знает, как он может хранить, использовать и изменять информацию. С этой целью можно увидеть процесс «перехода речи от индивидуальности к социализации», то есть социализацию речи. Социализация речи происходит в ходе обсуждения общения людей, беседы, обмена идеями. Социальная деятельность определяет важность воздействия на другого, общения с другими в процессе передачи мысли и реализации идеи совместного действия, общения между людьми.

Ключевые слова: логос, этос, пафос, перцепция, эмпатия, апперцепция, дискурс, мотивация, этика речи.

Introduction

Business communication is a type of language communication that serves as the main category in the politics and existence of the state. People establish business relationships starting from diplomatic relations with foreign states, state trading, private property, education, science, art, business, and all spheres of society of this kind. The informational (informative), voluntarily (galvanizing into action) activity of business communication is succeeded only when the ideas and thoughts are brought home and convinced in a precise, distinct, and brief manner.

Business conversation in business relationships, speech before the audience on official matters, and telephone conversation - are the actions performed as part of conducting an official report in an oral or conversational form. Business communication is carried out in written and conversational forms. Business communication is carried out through the speech activity and is represented in the oral use of language, and business communication through the written language, and is referred to as the written use of language. Business communication by word through speech has some significant features different from the business relationship in the written form. Business communication in writing means the interaction between people by dint of special documents, such as decrees, e-mails, sentences, orders, statements, certificates, contracts, etc. In the business sense, any records made in the written form must follow the rules of static (permanent) position, i.e., fixed and strict. The oral use of business communication language is represented by speech mastery, expressivity, psychological state, communicative intention, profession, extensive knowledge, intuition, intelligence, culture, social role, status, and everything being of the addresser. This allows you to define the communicative-pragmatic activity of speech in business communication.

Materials and methods

The theoretical definition of communicative speech function in business communication includes six elements related to the speech act (addresser, addressee, contact, code, context, and information). The professional level and social status of communicators, speech situation associated with the socio-political problem - are the theoretical factors that facilitate the recognition of official oral speech in the process of business communication. According to Jakobson, language signs are not based on identity, but on contiguity. Concerning the subject of language, Jakobson does not subscribe to the existence of an absolute subject, but rather he acknowledges the multiplicity of subjects that are revealed in each utterance. Jakobson's aim was to think about how various elements of communication are related, forming a multilayer hierarchical structure (Jakobson 1975).

The pragmatic function of speech in business communication is closely related to the issues of suggestive category, argumentation, and discourse. The basic concepts of communicators in communicative situations, professional, scientific, cultural potential, perceptual, empathic, and other states are determined on the basis of categories of logos, ethos, and pathos.

Such methods as an introspective method, method of interdisciplinary sciences, and description method have been used in this paper. The study was based on the speech of the users of business communication language (native speakers), where the communicative-pragmatic concepts were formulated on the basis of an introspective method. The psychological, communicative, and cognitive features of speech in business communication based on the methods of interdisciplinary sciences related to communicative linguistics, psycholinguistics, and cognitive linguistics are analyzed.

Concepts:

- speech in business communication refers to official speech or formal address;
- official speech - is a speech form, reflecting the value of intellectual abilities of professional specialists;
- 6 elements related to the speech act - the addressee, addresser, contact, code, context, and information - by means of which the features characteristic of business communication are determined;
- subjects entering into language communication through personal interaction in business communication are exchanging the speaker/listener roles;
- factors such as influence, conviction, suggestion, pros, and cons affect the speech in business communication;
- speech in business communication is made up of three unit - suggestion, argumentation, and discourse;
- communicative situation in business communication is determined by the categories of logo, ethos, and pathos;
- category of logos defines the basic concepts in business communication and social perception;
- category of ethos allows for revealing the professional, scientific, and cultural potential of communication;
- category of pathos defines the perceptual, empathic, and apperceptive state of persons entering into business relationships.

Literature review

Since the meetings, seminars, symposia, political events, and mutual communication in officially designated places, negotiations, and public speeches are official, they are referred to as official speeches or formal addresses.

Official speech is a form of speech, which is used for business communication execution. In all public and social spheres, such as education, science, art, economics, business, politics, and management, people officially speak when they enter into business relationships.

Oral business speech is different from oral speech, simple speech, expressive speech, and scientific speech. Oral speech is a form of speech that is carried out in the course of everyday communication between people and becomes a universal speech skill. In the simple speech, the linguistic traditions and customs of the local population are manifested, as well as dialectical features. Ungentle speech - is a form of speech in which the language norms are not observed, and speech ethics is not considered that negatively affects the listener, and contradicts the culture of speech. Artistic speech - is a cognitive form of speech that arouses interest in perception through the use of noble words that enhance the expressive-emotional coloring of speech. Scientific speech - is a speech, which reveals the essence of the issues to which the majority of people do not attach importance, i.e. such as voluntary attention, cosmic consciousness, and depth of knowledge (Ilyasova 2017).

In other types of speech, common words are used that are understandable for those entering in communication, encoded in the minds of all that serve to express the speech situation with regard to everyday life-sustaining activity, analyze and interpret a particular problem, as the official speech serves to solve problems related to the socio-political problems of society, and achieve this goal. Therefore, the official speech can be recognized, *firstly*, by the form of speech characteristic of businessmen with a high professional level. They can enter into a speech act with any audience and in any situation relating to one's business or profession, thus contributing to the successful completion of language communication;

secondly, the official speech is a form of speech, which is based on intellectual values. A speaker is able to demonstrate his intellectual abilities, and approve himself using rational methods and techniques for achieving success and result in speech; *thirdly*, the official speech is a communicative-social form of speech, which is of particular importance. In a certain professional area of society, business communication is used for the relationship between the manager and manager, manager, and employee, specialist and specialist, specialists and consumers.

In the official speech, there are 6 elements related to the speech act and which have their own peculiar features. Address, addressee, contact, code, context, and message (Jacobson 1975], which arise from the requirements of a particular case or profession. *Addresser* is a specialist in a particular professional sphere; *Addressee* is a person related to a particular kind of business or is also a professional specialist. *Contact* is the ability to pick up and interpret professional words in accordance with the requirements of the speech situation and use these words correctly. *Code* is a selection of meta-language, which is convenient for entering into communication, understandable, and accessible to all participants. Meta-language being adopted in Kazakhstan for official speech - are Kazakh and Russian. If the audience (addressee) more easily perceives and understands the Kazakh language, then business communication is carried out in the Kazakh language. If the addressee is comfortable with the Russian language, then business communication is carried out in Russian. Context - is planned and written in advance. The addresser, in order to achieve successful communication, can think over the speech and language techniques used in colloquial speech in advance. Message is information that considers effective ways to transfer information. Information necessary for oral expression, and information necessary for reflection in writing.

The official speech is accompanied by the speaker and listener, when the communicators have a *tete-a-tete* with each other, talk face-to-face, and have a conversational discussion. As the Japanese scholar Eriko Asad Zuma noted, the role of addressee and addresser is changing in the official speech of business communication. "Talking subject" - this is when many different subjects appear in turn, while the speaker and listener change their roles during communication. The speech of the speaker is not monotonous from a self-centered point of view, as he has the experience of the listener as well, and what he will say when it will be his turn depends on what he has heard. It is not true that one person speaking as the subject forms the act of communication. Communication takes place through a mutual exchange between the roles of speaker and listener (Asad Zuma 2008). These are the communicative peculiar features characteristic of official speech.

Business communication is distinguished by using the facts of influence on speech, conviction, suggestion, and pros and cons. These facts in pragmatics constitute the field of the suggestive category (conviction). The suggestion comes from the Latin word *suggestion* - *syngignoscism*, sign, and allusion, which is comprehensively studied in psychology and linguistics. Suggestive categories in business communication (category of conviction) reflect the ways to achieve successful communication. Successful communication is the exercise of professional competence, ability, and achievement of results through speech. To achieve this goal there are special requirements for official speech. This is a speech based on argumentation.

The meaning of the term *argumentation* in the speech was taken into account in the rhetorical studies of the 50s of the XX century. In 1958, the book "Treatise on Argumentation: New Rhetoric" by Belgian scientist and philosopher H. Perelman and L. Olbrech -Tytteck was published, in which it is noted that logical argumentation is based on the category of suggestion. Perelman defines the differences in the communicative aspect between the concepts of rational argumentation and logical argumentation.

Logical argumentation - is a rhetorical structure that occurs in the process of speech act between the speaker and listener addresser and addressee, and rational argumentation - is a rhetorical structure that does not relate specifically to the speaker and listener, but is directed to the audience (Perelman 1987).

Results and discussion

All communicators in business communication are professional experts and problem that turns into a discourse is common, as all participants have their own opinion, views, arguments, and opposite evidence on this problem. In the discourse, the speaker achieves successful communication, if he proves his opinion, views, and judgments. For this, the speaker uses both the rhetorical structure based on logical argumentation and the rhetorical structure based on rational argumentation.

In accordance with the requirements for business communications, it is necessary to muster specific arguments that are far and wide foreseen, studied and found a positive solution, and bring them in the rational language ways.

The versatile logical argumentation proves that the subject of the discourse is authenticity and necessity, which contributes to the fact that it affects the feelings of the addressee and creates a sense of confidence.

The addresser (speaking person) uses the rational approaches to the communicative situation, understanding what is happening in the addressee's (listener) mind, and how well they understand. They are reflected in the rhetorical categories of logos, ethos, and pathos (Aristotle 1998). Communicative-pragmatic function in the interaction of these categories in business communication and when used in the language is accomplished to the full extent.

The function of the category of logos in business communication.

In the category of logos, people follow the basic concept - logos. Perception is the main concept in the logos category. In business communication, there is preliminary representation, basic education, professional level, and specific interest of both the speaker and listener about the main subject of discourse. Therefore, social perception is manifested in business communication. Social perception (Bruner 1999) is guided by social facts that determine the importance of perception by taking into account previous experience, goals, and intentions of the subject. Expressing thoughts about the benefits or harms of the subject or phenomenon being discussed or represented in public, and explaining and understanding its social essence prove that the category of logos and social perception are closely related. Based on this, the function of the logos category in business communication is determined, such as:

- activity;
- motivation;
- argumentation;
- communication.

The activity in business communication is high, since communicators are familiar with the problem under discussion, and there are common interests. The activity contributes to the emergence of new concepts.

The perception, understanding, and discussion of cognitive components that determine the benefits and harms of the subject or phenomenon under discussion determine the essence of motivation in business communication.

The use of evidence that does not raise any doubts about the subject or phenomena under discussion that are accurate and without contradictions means that business communication is characterized by argumentation. Language contacts of communicators, orally or in writing, indicate that business communication is carried out through language contact. If the object of speech is clear to all participants of communication, then they can easily and quickly define the goals and objectives, motives, and directions of the two parties.

The function of the category of ethos in business communication.

The function of the category of ethos is determined by following the professional, scientific, and cultural potential of communication, such as:

- ability to choose the style of speech depending on the social status of the audience;
- knowledge of the culture of communication;
- ability to reveal the content of the topic at deep, medium, and easy levels;
- ability to convey the basic concept in a short time;
- ability to apply rational techniques in speech.

The ability to choose the style of speech depending on the social status of the audience is determined subject to the social status of communicators.

People of integral status working in the social, industrial, economic, and cultural environments enter business communication. Speech situations are different in terms of specifics of this or this labor sphere. Therefore, each branch of activity has its own way of using words in a conversational style.

- with respect to each branch of activity, a system of terms is maintained that is conveyed literally;
- in relation to each branch of activity there are phraseological, metaphorical, and re-phrasing translations;

- in each sphere there are sentences reflecting new information, new product, and new views;
- there are sentences with axiological sense, meaning very valuable and remarkable ideas;
- in each sphere there are mental proposals that make a significant contribution;

The use of terms in business communication related to different spheres is one of the main features of the style of speech. For example, in business communication, the terms used in diplomacy are applied in the field of foreign policy, pedagogical terms in the field of education, and legal terms in the field of law. The use of terms in business communication is a characteristic feature of the official style of speech.

The use of phraseological, metaphorical, and re-phrasing expressions in business communication contributes to the awakening of the spirit, and compassion of feelings of the addresser, society, and audience. The use of phraseological, metaphorical, and re-phrasing units in business communication, precisely relating to the object, contributes to the expression of thoughts in a brief and distinct form, generalization, inventiveness in question-answer conversations, and timely termination of controversial issues.

The use of phrases related to new offers, new information, new products, and new approaches in business communication regarding each branch of activity - is the main tool for achieving the goal. New information, new products, and new views - are the main resource of business communication and core value. Such phrases enable the communicator to achieve his goals and perform any actions to satisfy all the needs. Only those people who are able to find, evaluate and use the information in an efficient way can enter the business communication.

In business communication, the use of sentences in the axiological sense, expressing very valuable and ideal ideas, serves to meet spiritual and material needs. For example, *I want the rich history and traditions of my nation in ancient times to be a solid basis for future prosperity, with a firm commitment to each step of the way and faith in the future.* (Nazarbayev, N. the article "Aim for the Future: Spiritual Revival" April 12, 2017). These phrases serve to meet the spiritual needs of the Kazakh people. Expressions informing about what should be produced, how to produce, how much to produce, the need for its use, and its benefits, serve to compensate for material needs. For example, the *Production of non-ferrous metals is required for the production of aerospace and electronic equipment.* Mental sentences in business communication are used to attract the attention of the audience to themselves, express their readiness to always speak, and establish close contact with the audience. Communication culture is a sign of professional competence in the public and social sphere, "social norms of human ethics in society" (Formanovskaya 2002). The culture of communication in business communication is determined by the norms of speech ethics. The norms of speech ethics are used to design and improve the style of speech, and psychological interaction of communication. Each communicator entering into business communication can demonstrate the culture of speech with observance of the norms of speech ethics. His main indicators are - greeting, approval, blandishment, lenity, expression of gratitude, and politeness. Requirements for a specialist in business communication are very high. In accordance with the age, level of knowledge, upbringing, experience, and social role of the participants in business communication, it is necessary to disclose the content of the topic at a deep, average, and easy level. If the participants in business communication are people with a scientific degree, it is necessary to deeply disclose the content of the topic and conform to the style of speech. If the participants of business communication are workers and employees, then the content of the topic is revealed at the middle level, and the style of speech should correspond to the situation. If the participants of business communication are support and service staff (secretary, waiter, security guard, etc.), then the content of the topic is easily revealed and the corresponding style of speech is used. The ability to convey the basic concept in business communication in the short run is measured by the ability to convey the information in two words from the viewpoint of any complex problem. The ability to apply rational techniques in speech includes such speech actions as how to start the topic of conversation to attract the attention of the audience, how to use facial expressions and gestures in speech, how to move, how to respond to the listeners, and interact with them in a skillful way, and how to dress correctly. The function of the category of pathos in business communication.

The function of the category of pathos is determined depending on the perceptual, empathic, and apperceptive state of persons entering into business relationships. The problem discussed in business communication - is an individual technique of both the speaker and listener, each has its own perceptual function, which is fixed in the consciousness, having a perceptual activity. In the process of information

sharing, a lot of psychological agitation and anxieties occurs that have passed an individual reception by both the speaker and listener, fixed in the consciousness of everyone who has passed an intelligent screen, when the problem is transformed into business communication and enters the process of information sharing.

Agreement/disagreement, objection/support, involvement in confusing questions, posing non-coercive/unforced questions, and cumulative questions. No matter how the psychological impact occurs, both parties (speaker and listener) understand, recognize and feel its essence and meaning. Therefore, the question under discussion can be perceived by the speaker not only from the point of view of his/her opinion but also from the point of view of the listener. He/she can understand the emotions of the listener. Due to the fact that the topic of talk, dialogue, and conversation is common for cognition by both parties, there is a close empathetic connection between the communicators. The term empathy in business communication means "the ability to perceive the role of another person", which was noted in the work by J. Mid in 1934. Successful establishment of empathetic links is the most important problem in business communication. In the absence of an empathic link, business communication cannot be successfully implemented. In business communication, it is important for every speaker to understand and support himself. Therefore, the speaker must use his/her cognition (apperception/ comprehension) from his/her life experience, to influence the emotions and feelings of the listener, and to achieve this, he/she must be able to put the emotions and feelings of the listener through his/her inner world. Then the principle of cooperation in business communication is implemented, and listeners express interest and trust. It is important to consider the communicative interest of the addressee in the principle of solidarity suggested by P. Grace. This principle of cooperation by P. Grace includes the following: "communicate the information being known; 2) tell the truth only; 3) do not deviate from the topic; 4) make a clear speech; 5) be polite (Grace 1985). According to this principle, the successful implementation of participation in the discourse depends primarily on the listener.

Conclusion

To sum up, it may be said that speech in business communication is performed for the purpose of solving a problem related to the social and political problems of society, meeting the spiritual and cultural needs of people. Speech in business communication is typical for professional specialists. When talking in the process of business communication, specialists play the role of both speaker and listener. The speech is clearly expressed by suggestive, argumentation, and discursive categories. Through the categories of logos, ethos, and pathos, you can determine the communicative-pragmatic function of business communication to the full extent.

In the course of business communication, the previous experience, purpose, and intent of the subject play a significant role in understanding the benefits or harms of the subject or phenomenon during which the explanations and understanding of its social essence are discussed, which are familiar to the public.

The category of logos in business communication considers the performance of activity, motivation, argumentation, and communication as a unity. The category of logos in business communication determines the professional, scientific, and cultural potential of speech specialists, examines the patterns of the language units use in accordance with their speech style, as well as considers such issues as the preservation of the culture of communication and speech in accordance with the social level of the audience, transfer of the basic thought within a short period of time, and use of optimal approaches promoting better perception by the audience. The category of pathos considers the patterns of establishing cooperation through the understanding of the listener's emotions, and audience impact. The communicative-pragmatic function of speech in business communication is determined by the process of linguistic theory, suggestion, and speech act.

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