

PHILOLOGY

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Pragmalinguistic markers of etiquette formulas in targeted Russian language texts of Chinese business letters

The article examines the speech-behavioral manifestations of the intercultural features of Chinese speech etiquette in Russian-language texts of business letters and examines the formulas of politeness from the point of view of the cognitive information contained in them. The object of study is targeted business papers in which the communicative context of communication, social roles and the formal or informal nature of relations are realized in the form of mental representations of the addressee. Pragmalinguistic markers reveal common and different aspects in the communicative tactics of Russian and Chinese etiquette communication. It is shown that in the modern research paradigm of scientific knowledge, etiquette formulas in business correspondence between China and Russia are interpreted as special lexemes of linguistic art, which reflect the socio-psychological and linguistic features of national culture.

Key words: chinese language etiquette formulas, pragmalinguistics of a business text, Chinese business letters, targeted Chinese texts.

April 2, 2024