

The way a person knows the etiquette, and observes it, people judge him, his education, general culture, and business qualities. Possession of speech etiquette enhances acquisition of personal prestige, engenders trust and respect. Knowledge of the rules of speech etiquette, and compliance with them allows a person to feel confident and at ease, do not feel embarrassed because of wrong actions, to avoid mocks from others.

Respect for following the rules speech etiquette by people of so-called lingvo-intensive professions the representatives of which can be found among the officials of all ranks, doctors, lawyers, vendors, employees, employees in the sphere of communication, transportation, law enforcement officers - has, in addition, an educational value, inadvertently contributing to both speech culture and the overall culture of the society. Speech etiquette is country-specific. Each nation has created its own system of rules of verbal behavior [1, p. 109–110].

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OFFICIAL BUSINESS DOCUMENT AND IT'S CHARACTERISTIC

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Офіційний бізнес документ та його характеристика. Ця стаття присвячена опису ділових листів як жанру офіційно-ділового стилю, визначенню мети (інтенції) кожного виду листів ділової практики і виявленню мовних особливостей таких типів листів. З офіційно-діловим стилем ми стикаємося постійно, оскільки саме до цього стилю належать усі ділові документи, тому важливо знати особливості цього стилю, його закономірності.

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Официальный бизнес документ и его характеристика. Эта статья посвящена описанию деловых писем как жанра официально-делового стиля, определению цели (интенции) каждого вида писем деловой практики и выявлению языковых особенностей писем такого типа. С официально-деловым стилем мы сталкиваемся постоянно, поскольку именно к этому стилю относятся все деловые документы, поэтому важно знать особенности этого стиля, его закономерности.

In various areas of society: science, and law, in the media and in politics language is used in different ways. For each of these spheres of public life literary language enshrined its subtype, which has a number of distinctive features of the language at all levels - lexical, morphological, syntactical and text. These characteristics make voice consistency, in which each element is associated with the other. This subtype of literary language is called functional style.

Business letter is one of the main channels of communication between enterprises, organizations and institutions and the world. With letters negotiations, the relationships between enterprises, set out in the letters and complaints; requests, gratitude and apologies; issue invitations to take part in various events. Letter was accompanied by tangible assets and important documents.

Official style occupies a special place among book style speech of the legal, administrative and social activities. For such a thing as the culture of speech, the official business style is very important because with the help of formalized documents and business papers relating to state problems, lawsuits and

diplomatic communication. It is characterized by isolation, the stability of many speech turns, specific vocabulary and syntax specific speed. Documents written in official business manner are compact and full of clichés and linguistic clichés. These are international treaties, government decrees and acts, legal laws and judicial decisions, various statutes and official correspondence and other official papers which are inaccurate presentation and locale.

Official business style serves areas of activity designed to regulate the relationships between people, institutions, countries, between citizens and the state. The main sub-genres of this style include: administrative, legal, diplomatic, military sub-genres. Each style carries its own specific tasks and functions and is characterized by its own distinctive features. Functional traits of official style are the following: objectivity, imperative, dry, precision, impersonality, clarity, lack of imagery and emotion. Official business style has a function of duty and formality. The main official style speech genres are:

- government regulations, decrees, laws in the area of government activity;
- diplomatic negotiations, memoranda, notes protocols in the field of international relations;
- regulations, the codes in the field of law;
- trade and commercial agreements, commercial correspondence in trade and economy;
- military regulations, orders, directives in the field of military life;
- business correspondence, reports, minutes of meetings, orders, announcements in official institutions;
- formal written statement, staff reports, receipts, wills in the business life of the individual.

Official business style implements the following language tools: modal verbs (would you be so kind, We should also be obliged), verbs orders (I insist on), motivation (we kindly ask you to, We request you to), impersonal constructions (Referring to our telephone conversation).

Typical lexical means of registration official style are the following: functional-colored vocabulary (to detain, to interrogate), terms (terms of payment, to establish business relationships), steady pace and clichés (In reply to your letter dated), collective noun (information), nouns, expressing the unity of the total (nuclear weapons), verbal nouns (development), the form of the verbs in the passive voice, vaguely personal pronoun «man», adverbs (relatively, rather).

If to consider the characteristic features of the English language official style, it distinguishes 3 varieties - the style of official documents, the style of business correspondence (Business English), the style of legal documents. As a special kind of business communication in modern English language released military documents: orders, regulations, reports, and others.

The purpose of each document, written in the official style, is to come to a definite agreement on policy issues, trade, service offerings, etc. Any instrument should ensure clarity of the subject matter to express the main conditions which are undertaken to comply with the two parties. Language functions - only communicative and volitional.

In the language of business correspondence we write letters of recommendation, letters of resignation, reprimands, etc. Style is characterized by an abundance of business correspondence stereotypical language units (cliche, stamps): I beg to inform you, with a view to, to expire, etc. This kind of phraseological combinations and single words - terms can be found in the reports, statutes, laws, notes, and each region has its own specific terminology.

Diplomatic language is characterized by the use of a number of Latin and French words and expressions that have acquired some kind of color terminology in the language of diplomatic documents. The most common words such as: *persona grata*; *persona nongrata*; *pro tempore*; the *quorum*; *conditio sine qua non*; *status quo*; *mutatis mutandis*, and others. Common to all types of business style is to have all sorts of acronyms, abbreviations, words, etc.

Business correspondence, regardless of its purpose and level, must meet the following five criteria: 1) Clearness; 2) Conciseness; 3) Completeness; 4) Courtesy; 5) Correctness.

It should be remembered that any letter is referenced to the respondent. If the recipient does not understand its meaning, he is, of course, unable to properly respond to it. In order to provide clarity and understandability of the letter, you must find the appropriate words and phrases that reveal the essence of what you want to express. In this case, not only words and phrases are important, but also punctuation, sentence length, construction (internal structure) of the proposal itself, where the word order also carries the meaning, as well as a breakdown into paragraphs (paragraphs). I should add that in business correspondence proposals should be as short as possible. While at the same time we must remember that a solid set of short, chopped phrases produces undesirable impression (the so-called staccato effect). Language and sentence structure should correspond to the intellectual and educational level of the recipient.

Conciseness. As you know, a challenge for any business person (businessman) is the lack of time and in this regard, he always welcomes anything that saves him both time and energy. In this regard, the best letter for a business person will be something for reading so he can quickly grab the sense. Thus, the clarity of words and grammatical structure is complemented by concise (short) of the letter. Conciseness is to exclude from the content of the letter all minor details, repetitions and long turns of speech. And at the same time we can not oversimplify letter to the detriment of fullness, which may be interpreted as rudeness and lack of tact. One can not ignore the basic facts relating to the case, like all those expressions and phrases that emphasize courtesy, warmth and goodwill writing.

Completeness. Completeness of the content of the letter should never sacrifice its conciseness. All the basic thoughts and ideas of the author must be stated in the letter. To miss nothing, before finally writing letters it is important to sketch those items which should be reflected in the message. After drawing up the draft should again be checked to see whether everything that was supposed to is reflected. If something has been forgotten, it should be paid extra attention. Sometimes, in order not to violate the integrity and logical harmony letters give a post-scriptum (PS), which provides additional information, including not directly related to the content of the letter.

Courtesy. Every self-respecting business organization (company), which is seriously concerned about its success should exercise extreme cordiality and courtesy in personal contact with individuals and companies (institutions, enterprises), as with expressions of reverence and respect for the customer (business partner) success case begins. However, it is necessary to know when to stop. Courtesy indicates a weak taste of the speaker, even if in doing so he is sincere in his feelings.

Form of courtesy depends primarily on the content of the letter, i.e. on whether it is a benefit or disadvantage to the recipient. For example, in the event of failure of any enterprise (business), it is impossible to fulfill someone else's request (proposal) the utmost restraint should be shown in the expression of courtesy. But in any case, the most unpleasant circumstances do not permit to use sarcasm and insults in business letters

Correctness. Correctness - a mandatory requirement for business (and more generally for any) letters. What you should pay attention to:

- grammar (grammar) - correct sentence structure in accordance with the rules of the language;
- orthography (spelling);
- capitalization;
- punctuation ;
- harmonization - for example, according to the order, thanks ... etc.
- writing numbers (digits) - for example, numbers up to ten are written with the help of words, numbers (more than ten) – numbers.

In summary, we note that the communication in the field of legal relations is intended to serve the implementation of the basic functions of the law which governs the relationships between people, institutions, nations, and among the citizens and the state. To realize the basic functions of the officially-business speech bears the color of duty, it is accurate, impersonal, has standardized character.

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ОСОБЛИВОСТІ ПЕРЕКЛАДУ НАУКОВО-ТЕХНІЧНОЇ ЛІТЕРАТУРИ

Прискорення науково-технічного прогресу з однієї сторони, та інтенсивний ріст міжнародного співробітництва з другої сторони перетворили проблему навчання студентів технічному перекладу та англійській термінології в одну з найбільш актуальних та серйозних. Розвиток науки і техніки немислимий без широкого обміну спеціальною інформацією між людьми, які розмовляють різними мовами. Спеціалісти повинні слідкувати за всім новим, що з'являється за кордоном в області науки і техніки, в іноземних періодичних виданнях, спеціальних бюлетенях і патентній літературі. Якщо інженери не володіють іноземними мовами, особливо англійською, яка в сучасному світі стала між-