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# **Business Linguistics & Business Discourse**

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بسم الله الرحمن الرحيم

(... هَلْ يَسْتَوِي الَّذِينَ يُعَالِمُونَ وَالَّذِينَ لَا يُعَالِمُونَ

(...

صدق الله العلي العظيم

( سورة الزمر الآية : ٩ )

***To our families and our  
friends***

## ACKNOWLEDGMENTS

We would like to thank our supervisor, Mrs.Lubna  
Ali

For giving us the hand of help to complete this work .  
And also we would like to thank our friends who gave  
us the whole support we need.

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## Chapter One

### Business Linguistics

#### 1.1 Definitions of Business Linguistics

Danuishina (2010:241) defines business linguistics as a separate part of applied linguistics that researches the use of language and communication in business . She also mentions that it is a domain that finds out the special functioning of language in a business context , as well as it examines the use of language sources in the activities of business . In addition to the fact that verbal and Para-verbal features of business communication are studied.

Studer (2013:187) says that the study of language in business context is regarded as highly interdisciplinary and depends on different sub-disciplines within economics, humanities, and social sciences. Danuishina(2010:242) adds that one can investigate the origins of business linguistics as a new interdisciplinary sphere in the synergy of Sociolinguistics, Psycholinguistics, Text linguistics and Functional styles, pragmatics, Discourse studies, Cognitive and Communicative Theory, Theory of Organizational Studies, Organizational Psychology and Organizational communication, Management studies, and also in practical research of teaching and learning Language for Specific Purpose(LSP).

Bisen & Priya (2009:1) believe that through this sphere one can use the term Business Communication for all messages that people send and receive for official purposes : like running a business, controlling an organization and so on . It is worth observing at this point ,that the property of any business depends on efficient communication that takes place in market, and market places, within organizations, between owners and employees,..etc.

For Daniushina (2010:242) the topic of business linguistics relates to the study of language performance in business and the main linguistic part of business communication. It's methodology should include traditional research methods of discourse and of text as its result , discourse analysis, conversation analysis, empirical-descriptive and comparative techniques, cognitive, pragmatic and genre-style analysis,..etc. The terminology and scientific tools of this discipline are not constructed completely .In the language of business , one can use all kinds of data as a material for the research .They are real, experimental, authentic, and simulated data, with their combinations.

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According to Grygiel (2015:1) ,business English could be defined as a specialized area of English which relates to the language used in business. For Pierini ( 2014:109) the expression Business English refers to a wide area of study used radically in the branch of English for Specific Purpose(ESP) , to deal with the use of English in the working environment . Of course in this respect , very versatile and complex linguistic and extra linguistic skills might be regarded, since it is used in different situations and also in both oral and written interaction.

Minodoraotilia (2014:289) argues that business English is a variety of ESP (English for Specific Purpose) which is connected with business discourse to have an interaction between business and language. So, now days one can notice that there is a continuous preoccupation for this branch and a need of an applied research on teaching and learning business language.

## 1.2 History of business Language

Pilatova (2015:7) says that advertising is an old type of language. Before the invention of writing ,the first advertisement is transferred by word

of mouth . In the past , clay tables are used by Sumerians and Egyptians as forms of written advertisements.( Lapsanska,2006:14) mentions that in Egypt, Greece and Rome, one can find advertising on papyrus .Wall or rock painting is another indication of advertising form relates to ancient media.

With the passage of time ,people have frequent attempts to distinguish their products and start to search for new ways of presenting them. They begin to show the visual characteristic of the advertisement and use the colourful posters . The expansion in the economy and the trade during the 19<sup>th</sup> century causes much demand for advertising and it becomes more scientific and sophisticated conception ( Ibid:15).The invention like :telegraph ,telephone, radio, TV, and internet affect advertisements and change them (Pilatova,2015:7)

### 1.3 Significance of Business Communication

Bisen & Priya (2009:2) define communication as interchange of ideas or information between two or more persons to get an interactive understanding

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and desired action. It is the process that leads to common interest among people and have their purposes and efforts to be achieved .

According to Danuishina (2010:242) business linguistics can be useful to specialists and businessmen's communication competence as it helps them to understand the nature of communication process in their professional works and to increase the communication efficiency of businesses . It is known that all people consume goods and services which are produced and provided by business . Many of them are either stakeholders or investors . As a result, if one knows the details of language and communication in business, this will help him to understand the deep inner meaning implied in socio-economic, corporate and advertising discourse . It also will help him to recognize the manipulative mechanisms and techniques that are adopted by dishonest businessmen and which in turn have an influence on public opinion.

For Mclean (2010:5) Effective communication is in need to preparation, practice, and continuation . One can learn the skills of communication through many different ways. One of them is the school of experience, or " hard knock", but in the case of business environment , the way a "knock" or (lesson



learned) may have an effect on one's credibility during performing presentation to a client . The classroom , with all information and resources that offer , can provide the person with an experience or chance to try skills and new ideas before using them to communicate effectively . Whether he uses them to make a sale or form a new partnership .So, one should listen to himself and to the comments of other people , since this way may help him to try new ways of presenting , or perceiving thoughts , ideas, and concepts.

Danuishina (2010:243) mentions that the efficient role of communication in business and management can be realized when people in the working environment establish communicative relationships with each other . These relations can be vertical in the hierarchy of management in the company and horizontal in team work, and in communication with colleagues .It is worth to mention that business is interested to improve the effectiveness of communication . This can be achieved through many ways : such as dialogue of superiors and subordinates , the potential and received meaning, feedback , prevention and resolution of conflict , and also the interviewing , selecting , the workplace language ,..etc.

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Communication is considered as a cycle, or a two way process. This cycle includes seven elements , they are : sender , message , encoding , communication channel, receiver, decoding, and feedback. It begins when the sender transmits a fact, opinion, or other information to the receiver, and of course the information has a meaning to the sender. After that the message should be encoded by converting it into a language that reflects the idea. The next step is transmitting the message through the communication channel , such as meeting, email, fax ,..etc. When the receiver gets the message , he decodes it, then he gives feedback to the sender, as a confirmation whether he understands the message or not.(Bisen& priya,2009:5).

## Chapter Two

### Business Discourse

#### 2.1 Discourse of Business language

In respect to Quirk et al (1990:231), one can distinguish four sentence types ; declaratives, interrogatives, imperatives, and exclamatives . Declaratives are sentences whose subject is always present and it precedes the verb. Interrogative sentences are formally constructed in one of two ways : yes-no interrogative when the operator is put in front of the subject, and wh-interrogative when the wh-element is placed in the initial position and there is an inversion of subject and operator . While imperatives are sentences that don't have an overt grammatical subject, and whose verb is in the infinitive form . In turn exclamatives are sentences that have an initial phrase introduced by what or how , but without subject – operator inversion.

For Lapsanska( 2006:38) there are four discourse functions that are attached to these types of sentences . They are statements, questions, directive and exclamations. here is not always a match

between syntactic types and discourse functions , as the following examples :

1-Close the door .

2-Can you close the door ?

The sentence(1) is an imperative, a directive one ,while sentence (2) is an interrogative ,but semantically it is a directive . In other words one can say that it is an indirect command. Sometimes a statement has the function of indirect command. For example:

3-There is much noise outside.

This sentence (3) is a statement in form, while in meaning it is an indirect command . Not only statements and questions can be functioned as indirect commands , but also exclamations can do so (4). For example:

4-What a loud noise !

## 2.2 The structure of Business Terms

Concerning the structure of sentences in the language of business , there are certain syntactic tendencies that are used in the language of advertising , such as : imperatives, questions , exclamatives , parallelism, ..etc

### 2.2.1-Imperative

Imperative sentences are widely used in the language of advertising . Copywriters tend to use them , as they give effect of one person is talking to another one and also because all advertisements motivate people to take action .(Motaqed & Annapurna, 2016:78) . For example:

5-Join the movement . ( Skracic & Kosovic, 2016: 43)

6-Stop seeing broken hair everywhere. (Lapsanska, 2006 :60)

Leech(1972:111) sets a specific group of verbal items that are used frequently in imperative sentences . They are :

A-Get, buy, ask, choose, etc. These items relate to the acquisition of the product . For example :

7-Get everything. Power, space, and style . Live Itama .(skratic & Kosovic, 2016:45)

B- The second group of items relates to the use of the product or its consumption. Such as : Have, try , use, enjoy, etc .

8-Enjoy more of your favourite entertainment.(Lapsanska, 2006: 53)

C- The other group represents items that make the advertisement attractive and easily to be noticed . Such as : Look, see, watch, remember, make , sure, etc.

9-Capture the dream .(Skratic & Kosovic, 2016: 46)

10-Whatch us. (Lapsanska, 2006:71)

Leech( 1972:111) says that warnings that indicate prohibition are very infrequent in the language of advertising , and there are few imperatives that are accompanied by negative forms. For example:

11-DON'T JUST APPLY! STYLE YOUR LASHES! UP TO A 65 LIFT.A BOLDLY THICKENED LOOK. (Lapsanska, 2006: 59)

Myers(1997:48) mentions the absence of the marker of politeness 'please' in imperative clauses . It is said that in the English culture the speaker cuts out the devices of politeness if he is asking the hearer to do

something that benefits him, not the speaker himself, just like the following example :

12- Take a seat .

### 2.2.2-Questions

Motaqed & Annapurna( 2016:78) mention that questions are used in the language of advertising for many reasons . The first one is that they call the sense of personal communication in the readers . Copywriters expect that the

readers are going to answer themselves directly without giving a direct answer and feedback . For example:

13-Why ask your doctor about BOTOX cosmetic ?( Lapsanska, 2006:60)

Presupposition is another reason. Yule( 2010:133) defines it as when a listener or (reader) is able to recognize what a speaker or (writer) is referring to. For( Lapsanska, 2006: 39) presupposition is very common way to express the content . Advertisers tend to use it , as it leads the readers to believe in the content of the advertisement text . Just like the following example :

14-Why do leading beauty experts and models use and recommend perfectil ?

In example(14) , the reader is unconsciously going to believe in its content and does not doubt the fact that beauty experts and models use and recommend perfectil .

Motaqed & Annapurna (2016:78) say that presupposition is used more than assertion, since one can easily deny an assertion than a presupposition .In the case of the following statement (15) , one may say that he does not believe in this content .No way .

15-Leading beauty experts and models use and recommend perfectil .

Many types of questions are used in the language of advertising :

#### A-Rhetorical question

In Qurik et al (1973:200), rhetorical question is a minor type of questions that can be functioned as a forceful statement . It is of two types , either a positive question that indicates negative assertion , or negative one that denotes positive assertion. Lapasnska(2006:39) says that it is a typical type used in the language of advertising and it suggests one possible answer , just like the following example :

16-What more could anyone ask from a clarins gift ?

B-Motaqed & Annapurna(2016:79) offer another kind of questions in advertisements . It is a question that is constructed as a kind of

'problem' and then a text provides a 'solution' or answer for this problem . For example :

17-Got wedding on the brain ? Time to visit our new website  
(Lapsanska,2006:39)

### 2.2.3-Exclamatives

For Motaged & Annapurna (2016: 79) , exclamative is another sentence type that it is used in advertising language . It is known that exclamation marks are attached to exclamative sentences , not imperatives

That is why they are called 'exclamation marks' , not 'imperative marks' . But in some cases , the exclamation mark can often be used in imperatives. For example:

18-Fight wrinkles ! (Lapasanska, 2006:56)

Motaged & Annapurna (2016:79) say that exclamation marks may be attached to simple statements . The exclamation marks in such sentences motivate the reader to read them emphatically .For example :

19-euphoria . STRATO is giving away 100.000.eu Domains Europe Wide ! ( Lapsanska, 2006:53)

### 2.2.4-Parallelism

Leech(1972:186) defines parallelism as the repetition of the formal patterns . Lapsanska(2006:40) mentions that it is one of the forms of schematic patterning . It is a rhetorical form that raises the emotional effect of the message and its importance. It indicates the parallel occurrence of two or more than two similar or relevant ideas in similar structural forms. Just like the following example (20) :

20-Tips for good night's sleep : - Drink less caffeine  
-Take warm baths

In example(20) , each sentence has the same idea and structure that begins with verb in the base form. Then it is followed by a direct object .

**Schematic patterning occurs in many levels of language , such as :**

### **Level one-Anaphora**

It can be defined as the repetition of either the same word or group of words at the beginning of some successive sentences to emphasize an image or a concept .For example :

21-**Explore** the hills .**Explore** the rivers .**Explore** the mountains .**Explore** the sea.(Motaqed & Annapurna, 2016:79)

### **Level two-Epiphora**

It is known as the repetition of the same words at the end of consecutive phrases, clause , or sentences. Like the following example :

22-See **new** .Hear **new** .feel **New** .(Lapsanska, 2006:41)

### **Level three -Antimetabole**

It is one of the forms of schematic patterning that can be defined as the repetition of words in consecutive clauses, but this repetition is in reverse grammatical order. Just like the following structure(23) :

23- I know what I like, and I like what I know.(Motaqed & Annapurna, 2016:79)

24-Instead of moving the furniture around ,why not move around the furniture ? (Lapsanska, 2006:41)

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### 2.2.5-Ellipsis

Goddard(1998:123) defines ellipsis as the omission that takes place in part of a structure . Lapsanska( 2006:41) says that ellipsis is used in the language of advertising for many goals :

A-It is used for economical purposes in order to save space and money, since words cost money .

Cook (1996:170) offers the following example which is of anaphoric textual ellipsis :

25-When Lisa made a surprise visit , you didn't have time to worry about spotted glasses . Fortunately, you didn't have to . Cascade . Because you don't have time for spotted glasses.

In this example(25) there are two ellipited structures .The first one is found in the second orthographic sentence.

Fortunately, you didn't have to \* \* \* \*

=Fortunately , you didn't have to worry about spotted glasses.

The omitted elements correspond to the elements of the preceding sentence. So, there is no need for repetition .while the second ellipsis is occurred in the last two sentences, 'Cascade', and 'Because you don't have time for spots. It is true that the main clause seems to have been omitted completely, but the missing elements are clear and they can be deduced as the following example :

26-You have to use Cascade because you don't have time for spots .



B-Lapsanska(2006:42) says that ellipsis can be used in spoken language and in face to face informal communication .In the language of advertising, ellipsis creates a feeling of informality, as well as an influence of closeness between the writer and the reader. The following one is an example of situational ellipsis of interrogative clause :

27-Expecting guests ? =(Are you) expecting guests ?

It is clear that in this example (27) , the subject and the operator are omitted .

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C-According to Cook(1996:71) ellipsis indicates a shared knowledge and interest . It recommends a trusting relationship in which a person assume a desire to understand on the part of his participant in a conversation . Goddard( 1998:42) says that if people know each other well , they will not need to be clear about their meanings , because they know that the other person will understand them , this of course as a result of shared knowledge and shared history .

Motaqed & Annapurna(2016:79) offers the following example :

28-Nespresso . What else?

Example(28) is the advertisement headline for a coffee. It can be recognized that the person who asks this question is a waitress in a cafe . The ellipted elements may be deduced as :

29-You will take Nespresso .What else would you like to drink ?

'What else' means that people can order other things .

D-Cook (1996:169) suggests that ellipsis can be used to avoid calling people's attention to the characteristics of the message that don't benefit the advertiser's interest.

E-There is an inclination to use the symbol of colon between two noun phrases . This structure helps to make short dynamic slogans . For example :

30-Summer 2005: True Bronze.

The structure of this advertisement can be completed with deduced words :

31-In summer 2005, with clinique cosmetics you may take pleasure in true bronze skin .(Lapsanska, 2006:42)

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## 2.2.6-Incomplete sentences

Some advertising texts don't contain a main verb, and there is a spread inclination to punctuate phrases .The reason for that is the reader moves to the visual layout of the advertisement that gives him many ideas to right interpretation .So, in this case , the complete structure is not important . The following example belongs to ALOREAL advertisement :

32-Revolutionary lift . Revolutionary results REVITALIFT  
DOUBLE LIFTING Intense Re-Tightening Gel + Anti Wrinkle  
Treatment .

This advertisement is accompanied by the picture and the body copy that explain these phrase. To complete this text , one can say :

33-If you want a revolutionary lift of your skin and see a revolutionary results , try Revitalift Double Lifting Intense Re-Tightening Gel and Anti-Wrinkle Treatment . (Motaqed & Annapurna, 2016:80)

Lapsanska(2006:43) offers an example of advertisement text that lacks the linking verb :

34-The curls of your dreams . Now available when you are awake.

In this example (34) , one can deduce the verb from the context , so two sentences can be connected by using linking verb (are) :

35-The curls of your dreams are now available when you are awake .

## 2.3 The semantic survey of Business Terms .

According to Romanenko(2014:15) , advertisers have a tendency to employ ambiguity in the language used in advertising as it helps to provide many possible interpretations of the advertisement texts, and to make the language used memorable and persuasive to the readers.

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### 2.3.1-Personification

For Lapsanska(2006,44), personification can be defined as a figure of speech that includes a direct speaking of an inanimate thing or an abstract concept through regarding it as a living entity that has human characteristics. These characteristics may involve sensations, emotions, desires, and the body language that includes physical gestures ,expressions, and power of speech, etc.For example:

36-Optimism wakes up with Neskafe(Neskafe coffee). It's naughty. It is diet Nestea (Nestea) .(Romanenko,2014:16)

37-Make the paper work better.(Lapsanska, 2006:51)

### 2.3.2-Simile

For cuddon (2013,657), simile is defined as a clear comparison in which two things are linked to each other in order to clarify and enhance an image.

Lapsanska(2006,45) says that similes can be distinguished by using the words 'like', 'than', 'as', or 'as if '. In addition to that the use of comparative constructions such as : 'as..as', 'so..as', which are used to compare two things or two situations .She offers the following examples about simile :

38-Ibuleve gel as fast & effective as pills ? Now there's clinical evidence.

39-Breakfast without orange juice like a day without sunshine.

Romanenko (2014,16) Provides the following examples about simile:

40-stop staring at me like I'm some piece of meat .

41-Vodka is like love you only know real thing after you experience it .

### 2.3.3-Hyperbole

According to Lapsanska(2006:45), hyperbole is known as the intended use of exaggeration to put emphasis on something. It is a figure of speech that is used by businessmen and manufactures to advertise their goods in a

fascinating way. The following example is a slogan for Aicon Yachts that says:

42-No storm can stop us. (Skracic & Kosovic,2016:44)

43-No other pain-relieving gel works like Deep Relief.

44-The best just go bigger ! (Lapsanska, 2006:45 )

### 2.3.4-Metaphor

For Cuddon(2013:432) a metaphor can be defined as a figure of speech that takes place when one thing is described in terms of another through an indirect comparison . The following example is a slogan for Ferretti Yachts that contains metaphor :

45-Queen of the seas since 1968.( Skracic & Kosovic,2016 :45)

In advertising texts, a metaphor has a fascinating value and it motivates the reader's desire to know about the product .It usually gives a comparison between the product or service and some features that the advertiser tries to associate with the product or service.For example :

46-One touch .One light ,effortless touch and she realized freedom was something you feel .

This example (46) is an advertisement for Revlon face powder.The word 'freedom' refers to the powder .This text denotes that if a woman put the powder on her face ,she will feel free.(Lapsanska,2006:46)

Romanenko (2016: 16) provides the following examples that are advertisements for Vodka:

47-Absolut attraction ( Absolut vodka ).

48-One secret we Russians want to share ( Russian standard Vodka ).

49-You spend your life in cotton and then you discover silk ( Russian standard vodka).

### 2.3.5-Metonymy

For Lapsanska (2006:47), metonymy can be defined as when one uses a single aspect of a more complex entity to identify it. It is very common for people to understand or perceive a characteristic of something and use it to describe either the whole thing or part of it .According to Cuddon( 2013:434)

,metonymy is known as a figure of speech in which the name of an object is replaced for the object itself.

Romanenko (2014:17) provides the following example of metonymy :

50-Take the gold (Adidas)

The word 'gold' in example (50) denotes the gold medal .

An associated word often denotes the whole group in some advertising texts. For example :

51-I like Volvo (=Volvo cars )

52-Woman is an uncharted territory (=all women )

53-A fragrance of sabatiny ( =perfumes made by sabitany )

### 2.3.6-Polysemy

Yule(2010,120) defines polysemy as a one word (written or spoken) that has various meanings. According to Lapsanska(2006:48) , one may find difficulty to define the original meaning from the derived one, and to know whether the meanings are related or not .She provides the following example which is an advertisement that contains a polyseme .

54-To tackle weeds permanently you have to get to the Root of the Problem.

This text is accompanied with a picture that reveals the root of a plant completely. The word 'root' has here two meanings .The first meaning refers to the part of a plant growing underground, while the second one denotes 'the main reason of the problem'. In addition to that ,one can notice the collocation

'to get to the root of the problem', which in turn has two meanings. The literal meaning of it is 'to get under the ground and get rid of the root of the

problem which is weed', while the second one which is the figurative meaning is 'to discover the cause of the problem'

55-You had two options in Siberia:chilled or chilled (Vodka Smirnoff)  
(Romanenko,2014:16)

56-Brings out the glow.

In this example ,the word 'glow' has two meanings. The first one refers to the pink colour in someone's face, while the second denotes the feeling of happiness and satisfaction (Lapsanska,2006:61)

### 2.3.7-Antithesis

For Cuddon (2013:45) ,antithesis is defined as contrasting ideas that are identified by the use of opposite or different meanings.Lapsanska(2006:47) says that antithesis is one of the figure of speech that has the features of compatible combination, such as :sound, rhyme, balanced syllables, and sharp rhythm. Such combination which is of pleasant senses of hearing and vision

motivates the reader's feelings and encourages the consumers to buy. She offers the following two examples of antithesis :

57-Imagin a mini phone with maximum style and design.

58-Talks inside. Shouts outside. New 2006 Fiesta.

59-Be a woman for a cause not for applaue .(Romanenko,2014:17).

## CONCLUSIONS

Business Linguistics is a new separate field of applied linguistics in which language performance in business and linguistics features of business communication are studied. Business communication is useful for people, especially for those who work in business sectors. understand the specifics of As it helps them to communication process.

Advertising is a kind of communication between the producers and consumers. To make this communication effective and lead to satisfaction , many frequent linguistic means are used in advertising texts . These devices have been analyzed and described in relation to the goals of advertising .Language of business and advertising has been surveyed syntactically and semantically. Advertising is a technique used by society for a long time to influence the economic behavior of that society .This study has found that language has a powerful impact on people, by special structures and techniques to make a decision about what to communicate .



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Advertising is a kind of communication between the producers and consumers. To make this communication effective and lead to satisfaction , many frequent linguistic means are used in advertising texts . These devices have been analyzed and described in relation to the goals of advertising .Language of business and advertising has been surveyed syntactically and semantically. Advertising is a technique used by society for a long time to influence the economic behavior of that society .This study has found that language has a powerful impact on people, by special structures and techniques to make a decision about what to communicate .

