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LANGUAGE OF BUSINESS NEGOTIATION: THE CODE OF BUSINESS AND LANGUAGE ETIQUETTE

The author describes the linguistic mechanisms used in business negotiations to strengthen the rhetoric of exchanging text messages, to show which strategies of language communication in business (based on linguistic data) are the most effective, and to show that the general code of the language is business etiquette.

Key words: business and language etiquette; business discourse; negotiation strategy; language manipulation; language negotiation skills.

ЯЗЫК ДЕЛОВЫХ ПЕРЕГОВОРОВ: КОДЕКС ДЕЛОВОГО И ЯЗЫКОВОГО ЭТИКЕТА

Автор описывает лингвистические механизмы, используемые в деловых переговорах для укрепления риторики обменивались текстовыми сообщениями, чтобы показать, какие стратегии языкового общения в бизнесе (на основе лингвистических данных) являются наиболее эффективными, и показать, что общий код языка — делового этикета.

Ключевые слова: деловой и языковой этикет; деловой дискурс; стратегия ведения переговоров; языковая манипуляция; навыки ведения языковых переговоров.

Business negotiation is a duel of two competitive forces that opt for achieving the same goal – to get the full, high-stakes business contract and advantage over the other party, but only one of them can eventually feel victorious and satisfied, at the end of the negotiation session. The key issue in such fast-paced and dynamic business contacts is to respect the code of professional meetings, that is the business etiquette, of which the most natural emanation is the language employed in business meetings.

Business negotiation is a typical game of influence; the said one is always realized by codified negotiation strategies. Negotiation partners put them in force to defend their interests and to maximize the benefits for their company, in the first place, but simultaneously they also act toward achievable solutions which would bring them closer to a judicious compromise satisfactory to both sides according to the code of business etiquette. In so many words, business negotiation can be successful only when in the end the negotiators reached consensus on the final deal with and they are willing to cooperate again in the future.

That being said, the present paper outlines the general business language negotiation strategies optimizing communication in a professional business environment where vulnerable balance between “to have” (to reach aimed negotiation goals) and “to be” (to keep decent relationship with the people we negotiate with) can only be uphold when all participants of the negotiation act respect the business etiquette code, as setting the negotiation agenda, welcoming and establishing rapport, making proposals, expressing priorities, bargaining, or concluding. To keep a clear semantic charge of an addressed business text message, the sender and the receiver have to have at least a good command of business discourse, especially on the level of lexis. The author of this paper focuses on linguistic mechanisms employed in business negotiation to enhance the rhetoricity of exchanged text messages, to show which language communication strategies in business (backed up with linguistic evidence) are utmost effective, thus which fall into the general code of language-business etiquette to become; this way, it may become a must for each and every business maker.