

Het tij keren– повернуть (ситуацию) вспять (контекст: *Jonge generaties gaan het tij ook niet keren* ‘Молодому поколению не удастся повернуть эту ситуацию вспять (изменить сложившуюся ситуацию)’).

Таким образом, в данной статье были обозначены некоторые примеры вербализации гендерных стереотипов во фламандском медийном дискурсе.

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The article analyses gender stereotypes in Flanders and the way they are verbalized in the Flemish media.

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OIL AND GAS CONTRACT IN BUSINESS ENGLISH COMMUNICATION

В статье рассматривается специфика предметной области «Business communication», а именно структуры договора поставки нефтегазовой продукции, текстовой деятельности и особенности использования терминологических единиц в англоязычной бизнес-коммуникации. Описывается нефтяной дискурс как один из типов институционального дискурса. Представлена прагмалингвистика как наука, рассматриваются особенности объекта прагмалингвистики – речевого акта. Приводятся классификации речевых актов Дж. Остина и Дж. Серля, на основе которых проведен анализ англоязычного договора поставки, выявлена иллокутивная и перлокутивная сила высказываний. Определяются основные критерии успешности заключения договора.

The specificity of the subject area “Business” represents the thinking and features of expression in the language of business personality. It is the ability to operate with this knowledge in the process of business communication that forms

the basis of the cognitive competence of a business person. The necessary condition for the successful interaction of individuals in the process of business communication is the effectiveness of the information exchange. In this regard, the problem of terminological lexical units usage, and the creation of a pragmatically adequate interpretation of the text in the oil and gas discourse is actualized. The material for the study was the texts of supply contracts of Russian oil and gas companies: “Rosneft”, “LUKOIL”, “Gazprom”, “Bashneft”, as well as the texts of contracts placed on the websites in the information network “Internet”, owned by oil and gas companies in the United States, Great Britain “Exxon Mobil”, “Chevron”, “British Petroleum”.

Oil and gas discourse is considered in this article as a type of institutional discourse, i.e. the action and interaction of individuals takes place in a certain communicative environment, in a certain public sphere of communication, namely in the oil and gas industry. Institutional discourse has been the subject of research Wodak R., Haarklau (1985). In modern Russian linguistics, the concept of institutional discourse was developed by V. I. Karasik, who defines it as “patterns of verbal behavior that have developed in society in relation to the fixed spheres of communication” [1, c. 20].

The problem that may arise in the preparation of a communication act and affect future relations is the misuse of terms in a certain business topics.

Turning first to the term *thesaurus*, it should be noted that the term was introduced into linguistics by L. Scherba in 1940, in order to systematize the compilation of dictionaries and correct interpretation of terminological units. So the scientist defines thesaurus as “an open and mobile system of meanings stored in the memory of the individual and organized by the principle: from general to private within a certain sphere of use” [2, c. 211].

According to L. Yu. Buyanova, “the terms are mediators in the process of special communication. Terms are used as typical cognitive-information models, which are used in certain activities, in this case in industry”. The system of knowledge of the subject area “Business” can be represented by creating a dictionary-thesaurus of a modern businessman, the leading principles of which are: 1) the principle of thematic integration; 2) the principles of communicative accommodation; 3) the principle of partitioning (deliberate division of general into parts). The terms included in the parcels are related both paradigmatically and syntagmatically or contextually.

Language lexical units and terms are formed into a single text. In the process of business communication, there is a constant exchange of textual and organized semantic information carried out within a certain context. The products of textual activity, i.e. business texts become a part of the surrounding human subject world. It is the textual activity that is the connecting link that organizes the interaction of all members of the team in order to fulfill production plans. Signs of textual activity are receipt, processing, transfer, storage and use of information at various stages. Text activity is the main component of conducting industrial business, at the conclusion of contracts, agreements or contracts.

One of the forms of expression in the subject area of “Business” is a contract that is always strictly structured. Any breach of consistency or use wrong terminology dangerous violation of the sense or his loss. This condition is realized by allocation of parts by digital designations. There is a standard form for writing such documents. In general, the supply contract is a variation of the contract of purchase and sale and includes an obligation of the supplier-seller carrying out entrepreneurial activity, to convey in a certain period of manufactured or purchased goods to the buyer for use in entrepreneurial activity, in this case in the oil and gas sector. S. G. Agapova notes that the communicative and pragmatic aspect in the process of communication reveals the peculiarities of language communication, which consists in the fact that “any report on specific facts, phenomena and events is carried out by bringing such references under the common names, equally interpreted by all communicants”. The structure of the oil and gas supply contract consists of the following elements: preamble or introductory part, main part and conclusion [3, c. 36].

Let's subtract the main compositional elements of the oil and gas supply contract. Introduction, contains information about the participants contracts, data on the seller and the buyer which are organized stylistically as follows: *1. SELLER/BUYER represented by the Director General Mr., acting on the basis of “Articles of association...”. The subject matter of the contract is also specified: “SALES of CRUDE OIL”.*

The main part includes information about the quantity and quality of the goods: *the quantity of the Goods delivered within the framework of the present Contract is up to..., the quality of the goods must be confirmed by a special certificate the quality of the Goods sold under the present Contract should be in full conformity with the real data of the “Specification” 1 to the present Contract.* This is followed by the terms of the contract *"The terms of delivery of the Goods applied to the present Contract are in conformity with the “INCOTERMS – 2000” and its latest amendments. Also the price of goods is specified: "The price per barrel of the Goods is established in the us dollars..."*.

Conditions of sale of crude oil are noted as follows: *Beginning the Effective Date and within the period of life of the Agreement the Supplier agrees to sell and deliver to company, and Company agrees to purchase oil in quantity barrels metric tons.*

In conclusion, the legal addresses of the parties and the signatures of both parties are specified: *Signed for and on behalf of Managing Director.* In this section specify the exact postal addresses and Bank details of organizations, affixed signatures of persons who participated in the contract, or representatives of companies.

The clear structure of the supply contract provides the recipient with the most favorable conditions for its perception and understanding, thereby achieving its integrity and connectivity, as well as its communicative effect.

Speech communication is the process of selecting the optimal language units. The solution of a certain communicative task is possible in several ways, and

therefore the communicant makes a choice on the basis of their possible effectiveness, depending on each case. *The success or failure of tactics is assessed based on the perlocutionary effects found in the reactions to the speech action of the speaker.* Any speech takes place within the framework of a communicative situation. According to A. G. Kurochkina, communicative situation is a *set of circumstances dictating the subject of speech a certain style of verbal behavior.* Under the “circumstances” here refers to a set of ideas, desires, relationships, attitudes of participants – individuals, acting within a given situation and giving it a subjective evaluation, motives, goals, etc. With the development of pragmatics scientists have established in mind that an integral part of any communication – pragmatic aspect. It is he who is the decisive factor in the choice of language means used in speech communication.

Today, there are no countries that do not interact with each other economically, would not be included in the system of production relations and interdependence. Through intercultural communication, they can achieve better results in solving similar problems and achieve national health and the success of their culture.

Science pragmalinguistics examines the relationship between language units and the conditions of their use in a certain communicative and pragmatic space. Pragmalinguistics is formed at the junction pragmatics and linguistics and combined the features of these Sciences. Speech act is the Central object of study, i.e. it is based on the theory of speech acts. After J. Austin has released a work entitled “the Word action” in 1985, began to vigorously study the features of speech in terms of the logic of language. There were such concepts as “locution” (speaking), “illocution (acting by speaking) and “perlocution” (the result achieved by speaking).

So, J. Austin has developed the following classification of speech acts: 1) Vindictive – verdicts, sentences; 2) Alteritive – the exercise of power, rights, influence (force order); 3) Commissive – obligations, promises; 4) Beautify expression of social behavior, etiquette; 5) Expositive – units metacommunicative character that indicates the place of the statements in the text – argument, conversation [4, c. 116]. J. Serl, who also studied the theory of speech acts, presented his classification: 1) Directives, 2) Commissars, 3) Representatives, 4) Expressivity, 5) Declaratives [5, c. 58].

Such speech acts as Directives attract the attention of researchers. They differ in complexity of the organization, the motive intentions expressed in a grammatical design.

In the work “Basic concepts of calculus of speech acts” together with D. Vanderveken J. Serle and his co-authors distinguish six types of components of illocutive force: 1) illocutive purpose; 2) the method of performing this illocutive purpose; 3) conditions of propositional content; 4) preconditions; 5) conditions of sincerity; 6) the degree of power.

One of the characteristic features of the texts of the supply contract is concluded in their information-influencing potential. Illocutionary goal

subordinated to the tasks: 1) expression of the obligation of the sender to fulfill their promises; 2) encouraging a potential recipient to implement sender-driven environment; 3) prevention of possible future undesirable event. Semantically, the cumulative illocutive goal is a Directive one, since this document regulates business relations between subjects of business communication.

It is known that motivation is one of the leading goal – setting of the addressee, reflecting his will, and on the other hand – the motivation for the action of the addressee. Related to this is the semantic and syntactic complexity of the statement as a “two-subject”, consider the example: ***Should the delay in the opening of the Letter of Credit exceed 20 days, Sellers have the right to refuse to deliver the goods which were to be paid out of this Letter of Credit. And all the damages incurred by Buyers in connection with the above in delivery of the goods and with the refusal to deliver them cannot be claimed from Sellers.***

This example shows the implementation of the action on the intention “promise, obligation”, which is directed to the addressee. Motive performative utterance is transmitted via the modal verbs. In its “classic” version, the Commission should include a performative verb and a propositional part or a substitut, for example: ***Buyers are to inform Sellers by telegraph or by telex not later than 15 days before arrival of the tanker at the port of loading, of the name...***

At the heart of communication in the oil and gas business is a form of public consciousness, the right. It is legal acts that are reflected in the supply contract, as a document whose status characteristic is the use of Commissars. Situations that can lead to failure of the communicative act, and, in the end termination of the agreement, led to the selection of strategic techniques illocutionary effects on buyer and seller.

One more feature of the contract is the use of graphic techniques, such as the selection of paragraphs, the numbering of parts, changing the font and the introduction of application names. Thus, the relevance of the research work is achieved by the need to identify the regularity of the graphic organization of the supply contract and determine the importance of the non-verbal ones. Paralinguistics is a fairly young science that reveals the peculiarities of the language phenomena and their impact on the text. The term *paralinguistics* was proposed by American linguist A. Hill and considered the study of paralinguistic phenomena in conjunction with the language. The definition of the boundaries of paralinguistics and the further statement of the term largely belongs to the American linguist J. Trailer.

The contracts should be formal, complete, clear, specific, correct and concise. Clarity should also be present in the contract, which can be achieved through simple short words, phrases and paragraphs, where the parties to the contract explain their intentions and objectives. The clarity of any arguments actually determines the success of any business.

Summing up the above, it should be noted that the text activity plays an important role in building a business, so it is necessary to take into account the peculiarities of the composition and structure of the text. Moreover, knowledge and

correct use of terminology contributes to the effective understanding of business personalities and the achievement of certain goals. Currently, the need for intercultural and international relations in the construction of business is expanding. Correct drawing up of the contract promotes mutual understanding of the parties, resolution of conflicts, and as a result can serve to addition of successful business communication.

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Correct contact promotes mutual understanding of the parties, the settlement of conflicts, and as a result can serve as addition of successful business communication. It should be structural and pragmatic in order to make business effective.

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СТРАТЕГИЧЕСКИЕ ИНСТРУМЕНТЫ ПРОДВИЖЕНИЯ БЕЛОРУССКОГО ПРОДУКТА В СОЦИАЛЬНЫХ СЕТЯХ

В статье анализируются стратегии и тактики продвижения продукции белорусских брендов в социальных сетях. Приведены наиболее часто используемые стратегии и способы их реализации с помощью набора тактик и инструментов, позволяющих брендам устанавливать контакт с целевой аудиторией, информировать о продукции и воздействовать на потенциальных покупателей.

Интернет-дискурс сегодня является неотъемлемой частью сферы коммуникации. Один из важнейших его жанров – социальные сети – стремительно развивается не только в качестве универсального способа общения, но и как многофункциональная рекламная площадка с огромным охватом аудитории и возможностями поддержания постоянного контакта с ней. Достижение взаимопонимания организации со своим потребителем сказывается не только на положительном отношении целевой аудитории к бренду, но и на его безупречной репутации как в рамках Интернета, так и вне его. Таким образом, продвижение продукта в социальных сетях – это один из самых эффективных инструментов маркетинга.

Актуальность темы исследования обусловлена увеличением популярности и эффективности социальных сетей как средства продвижения брендов и их продукции, а также непосредственным влиянием деятельности органи-