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## ACQUIRING DIPLOMATIC LANGUAGE WHILE LEARNING ENGLISH FOR SPECIAL PURPOSES

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В статье рассматриваются тонкости ведения межкультурного диалога на английском языке, а также способы проявления невербального дипломатического кода. Автором подчеркивается необходимость включения данного аспекта коммуникативного поведения и разработки адекватных этой задаче образовательных технологий в курсе овладения учебной дисциплиной «Английский язык для специальных целей».

Communication customs vary tremendously around the world. Good manners, polite behaviour and intercultural competence imply society, meeting, corporate, business, eating, bathroom to name but a few etiquettes. However, knowing how to behave properly and what to say uninsultingly and courteously maximise the person's opportunity to succeed.

Students need extensive practice to learn how to yield to social conventions, or how to choose the most essential structures and functions in the professional fields they are being trained for. Communicative functions are diverse but not endless. They could be presented in meaningful contexts including topical vocabulary and embracing:

- describing a company, a country, a project, a product, a person, processes, trends, arrangements, giving information, etc;
- asking for information, for help, for advice, confirming information, focusing on information;
- giving advice, accepting with gratitude or politely rejecting it;
- (dis)agreeing, saying «yes» or «no»;
- comparing and contrasting cultures, products, services, people, activities, etc;
- complaining orally or in writing about poor quality, service, a view i.e. anything, or even threatening;
- apologizing, making excuses, accepting apologies and reacting to lame ones;
- inviting, accepting, or rejecting an invitation, expressing thankfulness;
- forecasting, planning ahead, making hypotheses, or speculating, assuming;
- giving instructions, getting things done, talking about (un)fulfilled;
- requesting and offering, accepting or refusing a request, suggesting and proposing [1].

Through the process of the acquisition of these and other functions, students practice a peaceful approach to real intercourse. A variety of common situations includes talking to your boss, colleagues or subordinates, to new people and those you know well (customers, clients), participating in large or private meetings, negotiating a simple, difficult, vital issue while trying to keep a friendly atmosphere and reach an agreement. There are some uncommon situations where directness is mandatory like delivering an elevator pitch, formulating a decision, or summarizing at the end of a meeting.

Directness not to mix with bluntness of communication, especially business communication, is the norm in Great Britain, Ireland, Brazil, the USA, France, Germany, Switzerland, Sweden, though it is not always valued. In other words, directness is not the best choice in all professional and social situations. For instance, putting negative ideas first and using the reverse order to emphasise negative aspects of the communication must be restricted to the situations where other means don't work or the speaker is ultimately responsible for the consequences. The expressions like «never before», «under no circumstances», «on no account», «will never» account for a very firm stand, a resolute rebuff and other quite aggressive actions.

Diplomatic language is about modifying one's natural or cultural directness, showing respect and allowing the other person «to save face», turning a meaningless handling of a tough communicative situation into mutually beneficial consent. This layer of any language including the English language could be learnt through meaningful practices in finding comprehensive wording and flexible formats, for instance, matching what you think with what you say (table):

Matching secret thoughts to their verbal forms

You say	You think
«Actually, it seems to me that it might be a little difficult right now».	«Here is an idea we could look at».
«I have a really great idea! You are going to love this».	«Keep your word!».
«If you say you have to».	«Yes».
«It's very likely».	«No way».
Inshalla (arab).	«Yes», «no», «maybe».

Chinese and Japanese would hardly talk to the point, they would prefer listening to the interlocutors or sending them hidden messages. Though one may argue, but modal verbs «would», «might», «could» as well as modal words «perhaps», «maybe» make the speaker sound polite and respectful. «Actually», «unfortunately», «to be honest» are warnings, i.e. signs to avoid doing or saying something. It is advisable to acknowledge that the other person is right saying «I know», «that's true». Rephrasing with «seems» instead of «is», or «not» to form negative questions turn the phrase into indirect, e.g. «Why don't you ...?». Use of «the second conditional» makes the speaker sound more hypothetical. If we ask, «Could I just interrupt for a moment?», it might be appropriate even in the cultures where interruption is a bad manner sign, like Chinese.

Social interaction includes saying hello, introducing others and self in less or more friendly situations. Handshakes, bows, and head movements like nodding might accompany it. Handshakes could be light or firm. The latter is appropriate when greeting Americans, Arabs, Chinese with a bow following. Men mustn't shake hands with Arab women. They might place their right hands on chest and nod slightly.

Introductions or saying goodbye are often followed by the exchange of business cards. In Israel, India, Hong Kong, Singapore, Japan, South Korea, Taiwan business cards are presented and accepted with both hands, read and handled carefully, with respect. In UAE and assumingly other Arab countries, one has to accept business cards with the right hand only. But business cards are not that important. While in the majority of countries, there is no special ritual. While introducing and addressing people in Ireland, Sweden, Australia, the USA, and Canada it is common to use their first names. Ms is an inappropriate address to Chinese females. One had better use «Madame». «Mr», addressing men, cannot be used either. Instead, it is advisable to use the position and the surname «President Yuang» if the business card says so. While acquiring social skills to show that your interlocutor is respected and cared about, the students also learn to understand others more profoundly. It is a way to improve a learner's personality. They might be asked to make softer comments; paraphrase using the words in brackets.

- There is one thing I want to add (just, like).
- This is very expensive (to be honest, seems, quite).
- That is impossible (actually, would, difficult).

It is important to process information and verbally express implicit logical operations through reacting, adding, combining facts, emphasizing, indicating the person/people, their possessions, opinions, attitudes, emphasizing, selecting, focusing on the topic. One of the most frequent and typical reactions is that to the partner's failure, hesitation or uncertainty. Extraversion, positive thinking and emotional balance as some of the most valuable qualities of a successful intercultural communicator may be explicitly displayed in the form of encouragement. When a person sets out on a challenging endeavour, it is commendable to say, sometimes to yourself, «You/I can do it», «You/I will learn how to do it», «If you/I fail I'll get up, learn and move on», or «You/I'll seek help» [2].

Thoughtfully selected case studies are a great tool of teaching diplomatic and politically correct language. During all the stages – introduction of the incident, analysis of the situation, activating vocabulary and ideas, research and study of additional materials, group discussion, finding and formulating the solution, comparing it to the real outcome – students are exposed to authentic texts, videos, recordings, they are given leeway to analyse and look for more details, they collaborate with mates to find out the solution. While presenting their ideas, they use different strategies to convince the audience. Hopefully, they practice diplomatic language as well.

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## CULTURAL CONTRASTS AND CULTURAL DISPLACEMENTS IN THE FICTION OF BOBBIE ANN MASON

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Bobbie Ann Mason is an American writer who was born in 1940 in Kentucky and whose collection “Shiloh and Other Stories” (1982) won the Ernest Hemingway Foundation Award for outstanding first works of fiction. Since then Mason has published four more short story collections, five novels, non-fiction and