Analysis of Discourse Organization and Metadiscourse Devices in Georgian Business Correspondence: Specifics of Georgian Business Letters and Emails

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Article Info	Abstract
	The purpose of the present study is to identify discourse strategies and metadiscourse devices used by business emails and letters written by Georgians, to compare them to norms accepted in international Business English and to identify the characteristics of certain culture in business communication. The study is a single case study based on the analysis of emails collected from Georgian sales and construction companies. In order to reach the stated objectives, I have analysed the structure and metadiscourse devices used by business emails/letters written by Georgians and on basis of this analysis I tried to reveal the differences with existing international norms of business email/letter writing. As the objective of this research is to analyse the structure and metadiscourse devices used by Business emails/letters written by Georgians it is expedient to study in which way the linguistic background of Georgian language causes the structure and use of metadiscourse devices and to reveal specifics that would help Georgian business emails/letters writers to avoid metadiscourse and structure variation.

3. Introduction

The purpose of the present study is to identify discourse strategies and metadiscourse devices used by business emails and letters written by Georgians, compare them to norms accepted in international Business English and to identify the characteristics of certain culture in business communication. The study is a single case study based on the analysis of emails collected from Georgian sales and construction companies.

The present study of business emails and letters written by Georgians could be considered to be a counterpart of similar works written by representatives of other cultures. Furthermore, the study would reveal specifics of Georgian business emails and letters and advise writers to avoid metadiscourse and structure variation in the moves of letters and emails.

In my opinion using right discourse strategies would maximally help in adapting Georgian business emails/letters to International norms and standards as linguistic and structural adequacy of Georgian

business emails/letters would increase understanding between Georgians and their foreign colleagues and that would play positive role in developing of any kind of business connections.

In order to reach the stated objectives, I will analyse the structure and metadiscourse devices used by business emails/letters written by Georgians and on basis of this analysis I will find ways to adapt them to existing international norms of business email/letter writing.

For this purpose, I am going to study the causes of the variation in the moves and usage of metadiscourse devices. The corpus of business emails/letters written by representatives of specific culture is used for the present study.

The dataset in the present study is unique in the sense that it consists of real corpora, which are usually not accessible to researchers, and it enables the researcher to look into the use of business email/letter in business negotiations. The emails will be analysed qualitatively.

The objectives of this research are to analyse the structure and metadiscourse devices used by Business emails/letters written by Georgians; to study in which way the linguistic background of Georgian language causes the structure and use of metadiscourse devices; to advise Georgian business emails/letters writers how to avoid metadiscourse and structure variation.

4. Literature Review

For the present study I have chosen works of such authors as: Bhatia (1993) - "Analysing genre: language use in professional settings" and seven moves in discourse offered by this scholar in the above-mentioned article. Actually this article and its concept and seven-move structure is the cornerstone of the present paper as organization of Georgian business letters and emails considered in my present work is generally based on the above-mentioned seven-move structure that was proposed by Bhatia (ibid) for typical sales letter. Another cornerstone for the present work became the article written by Mur-Duenas (2011) "An intercultural analysis of metadiscourse features in research articles written in English and in Spanish", and new classification of interactive metadiscourse categories (logical markers, code glosses, sequencers, topicalizers, endophoric markers, evidentials) and interactional metadiscourse categories (hedges, boosters, attitude markers, engagement markers, self-mentions) offered by her. In my present article Georgian business letters and emails are analysed from the viewpoint of presence or absence of the above-mentioned interactive and interactional metadiscourse categories mentioned by Mur-Duenas (ibid) in her work. Another cornerstone for the present work became the articles of Carrio-Pastor (2021) "English in China: Lexical Variations in cross-cultural communication", "Variation of English business emails in Asian countries" and moves for emails proposed by Carrio-Pastor (ibid), the linguist who in her works also discusses such phenomena as culture and intercultural communication and considers influence of culture and diversity and intercultural communication on discourse in general and particularly on business discourse. Besides Carrio-Pastor (2021), phenomena of culture and intercultural communications are discussed in Taklet and Champakaew (2023) "An Analysis of intercultural business email communication between Thai and Japanese writers", Huang and Rose (2018) "You, our shareholders: Metadiscourse in CEO letters from Chinese and Western banks" and Marongiu (2021) "Metadiscourse in Business English: Ideas for the EBC Class".

Bargiella-Chappini and Nickerson (2002) in their work "Business Discourse" consider business discourse in general. It is worth mentioning that some ideas offered in the present work are based on the considerations of discourse offered by these scholars. Karaulov (1987) in his work "The Russian Language and linguistic personality" deals with cognitive linguistics; Skovholt (2009) "Email literacy in the workplace" considers style of emails and compares emails with spoken and written communication.

Marongiu (2021) in her work "Metadiscourse in Business English: Ideas for the EBC Class" considers limitedness of emails. All these works became catalyzers and inspired me for consideration of discourse and metadiscource devices in business letters and emails written in the Georgian language. Pop and Sim (2016) article "Stylistic features of business emails" discusses such issue as common features between emails and considers some rules of Business English. This point is very important for my present work as I am inclined to consider business letters and business emails "under one umbrella" and Pop and Sim (ibid) article is one of the sources that represents some linguistic support for such an approach of mine. The phenomenon of metadiscourse is discussed in the article of Carrio-Pastor (2021) "The assessment of metadiscourse devices in English as a foreign language", Huang and Rose (2018) "You, our shareholders: Metadiscourse in CEO letters from Chinese and Western banks", Marongiu's "Metadiscourse in Business English: Ideas for the EBC Class". Since metadiscourse is comparatively new area of research in Linguistics, the above-mentioned works are of great interest to me and their value for writing of the present paper is extremely important as I have based the present work on the principles offered by the above-mentioned scholars in their works.

Taking into consideration the fact that all authors whose works are mentioned in the literature review section played important role for conducting of this research, the most important works were those of Bhatia and Mur-Duenas, since most ideas and analysis given in the present article are mainly based on the above-mentioned "moves" offered by Bhatia (1993), and interactive and interactional metadiscourse categories offered by Mur-Duenas (2011). Nevertheless, all articles and ideas of the scholars mentioned in the present article became significant contribution to the discussion offered in it and to the development of the research question and hypothesis stated in the present work.

4.2. Research Question and Hypothesis

The research question stated in the present article is to analyse discourse in Georgian business letters and emails and to consider their organization from structural point of view and from the viewpoint of seven-move structure offered by Bhatia in her article "Analysing genre: language use in professional settings" and interactive and interactional metadiscourse devices proposed by Mur-Duenas (ibid) in the article "An intercultural analysis of metadiscourse features in research articles written in English and in Spanish". The aim of the present research is to analyse and find out which of them are present, which should be developed and also to explain the cultural reasons for organization and structure of Georgian business letters and to consider influence of culture on style of business correspondence both on national and international levels. The main hypothesis of the current work lies in the following: if structure (organization of Georgian business letters and emails is adapted to international style, it would facilitate doing business on the international level for Georgians as they would be able to adapt norms of business correspondence to international norms that would make the business more productive as it would contribute to mutual understanding with foreign partners and will take business relationship to higher level.

3.Methodology

3.1. The Corpus of the Research and Methods

For the analysis of the corpus I have chosen to apply qualitative research method, studying business letters/emails in their natural settings. I have gathered the data (emails, business letters), carried out non-quantative analysis to describe their essence on basis of my observations. For the present study I used corpus of authentic business emails/letters written in Georgian, received from staff of several construction and sales companies in Georgia, translated all of them into English to be able to bring them as examples for explanations and discussion. I decided to compare business emails/letters from the above-mentioned

Georgian corpus to the widely spread and known norms and standards of writing Business emails/letters on the international level.

Globalization is the process that conditioned domination of English as lingua franca in different fields of human activities: cultural, scientific, industrial, business, etc. throughout the world. Therefore, I decided to consider the norms and standards of Business English accepted on the international level to be relevant sample to which Georgian business emails/letters should be adapted.

I have analysed the available corpus manually; this means that I have carefully read all the emails/letters, found all specific features in view of discourse organization and usage of metadiscourse devices, revealed the percentage of usage of these devices in the corpus, discussed the reasons from the viewpoint of cultural specifics of Georgian nation and society that condition usage or non-usage of these devices in Georgian business emails/letters and tried to find ways of adapting them to existing international norms and standards of English business emails/letters writing.

First of all, I would like to underline the fact that in the present work I am going to consider business emails and business letters under "one umbrella". I consider the formal business emails being very similar to business letters as their specifics generally depends on the aim of the writer. The reason why I took such decision is that I do not consider business email as separate genre but as a business letter sent via electronic means of communication and if people are contacting each other with the purpose of establishing or maintaining business relationship they use the same register and follow the same rules when they are writing a letter no matter whether it is sent via electronic mail or via post. In order to prove this opinion of mine, I would like to bring the following words from PhD thesis on the topic "Email literacy in the workplace": "The language used in emails, or the email style, may not be identified as one universal style of writing, but varies in form and function according to different communicative purposes and settings" (Skohvolt, 2009, p. 15).

As it is known email is sometimes compared to verbal conversation but in the present study I am going to speak about business email/letters as means of written communication. As it was stated in the above mentioned PhD dissertation ": "Linguistic studies of email can be differentiated between two major approaches: those that compare CMC (computer mediated communication - email) with written communication and try to identify how online technologies influence how we write – and even try to find "the nature" of CMC-language, and those that compare CMC (email) with spoken interaction and draw on knowledge about face-to-face conversation in order to describe online interaction (Skohvolt, 2009, p.25).

Some scholars are inclined to differentiate between business emails and business letter: "Communication has become more flexible, yet, while corporate emails and business letters may be used for the same purposes, they remain two different text genres. The email does not seem to have a pre-established frame of reference and agreed-upon structure (Hu, Wong, Cheah, & Philip, 2009; Evans, 2012). However, emails tend to be more concise texts in length, language and structure, than are letters; therefore, the linguistic choices available to authors to create propositional content as well as interpersonal engagement may be more limited" (Marongiu1, 2021, p. 1). Yet, in the present work I am going to analyse business emails as types of business letters sent by means of electronic means of communication used just as a medium. Thus, in the present article email is considered to be a medium of communication and not a separate linguistic genre. "There are studies showing that commercial emails follow the linguistic conventions adopted in standard written Business English" (Pop and Sim, 2016, p. 5).

The other reason why I decided not to separate business emails as specific genre is that besides organizational similarity with business email, such characteristic features as formal style, politeness markers, register used are the same as in business emails as well in business letters. And the discourse of

business emails is similar to the discourse of business letters and that is conditioned by common purpose of writing business emails and letters. "Business discourse is broadly understood as the way in which human beings communicate in business settings to get their work done (Bargiella-Chappini, 2002, p. 3). Besides, "the findings of the studies indicate that business discourse has its own idiosynchratic characteristics and that a multitude of factors including those that have been identified by Brown and Levinson (social, power, social distance and ranking of imposition), motivate the expression of politeness" (Reiter, 2009, p. 175). In my opinion any business email/letter from the corpus used to write the present work can be sent via electronic mail or via post and its business character, its purpose and intention will not be changed just because the electronic medium is used.

3.2. The Analysis of Research

3.2.1. Moves in Discourse

As it is known "business discourse is the verbalization of business mentality, realized in the form of an open multitude of thematically correlated texts on a wide range of business issues, considered in combination with their extra-linguistic contexts" (Daniushina, 2010).

Although both the writer and the receiver of business correspondence have one common aim of doing business, they should take some steps to organize the emails/letters in the way to attract the reader's attention, to engage the reader and to reach the stated objective. For this purpose, several scientists tried to develop plan for writing the business letter consisting of several moves.

I decided to base my study on the analysis of the structure of discourse of Georgian business emails/letters and usage of metadiscourse devices in them. In this regard, first, it would be relevant to bring seven-move structure for a typical sales letters, developed by Bhatia:

1. Establishing credentials
2. Introducing the offer
3. Offering incentives
4. Using pressure tactics
5. Enclosing documents
6. Soliciting response
7. Ending politely (Bhatia, 1993, pp. 46-49).

"Writers of sales letters first attract prospective customer's attention, then develop their interest in the advertisement, arose their desire to own the product, and finally urge readers to act upon the sales offer" (Zhu Yunxia, 2000, p. 475)

Therefore, the companies interested in doing business and coming from practical point of view proposed the following moves for emails:

1. Reporting about the client/company visited
2. Reporting about the participants/customers
3. Reporting about the agent participant
4. Reporting about the X company representative
5. Establishing the negotiation/description
6. Summarizing/concluding the outcome of the negotiation (Carrió-Pastor & Muñiz-Calderón, 2013, p. 61).

In most of analysed business emails, some of the moves offered by Bhatia are present but some absent.

ბატონო ...... ,

მოხარული ვიქნებოდით თუ გამოგვიგზავნიდით თქვენი ახალი საბეჭდი მანქანის სპეციფიკაციებს, თქვენი მიმდინარე საექსპორტო ფასების ფურცელთან და სავაჭრო ჩამოფასებების დეტალებთან ერთად.

ასევე გვაინტერესებს თქვენი გადახდის პირობები და ჩამოფასებები, რომელსაც შემოგთავაზებთ რეგულერული შესყიდვებისა და დიდი შეკვეთებისთვის.

თუ თქვენთან გავაკეთებთ შეკვეთებს, უნდა დაჯინებით მოვითხოვოთ სწრაფი მიწოდება. შეგიძლიათ თუ არა მოგვცეთ გარანტია მიღებული შეკვეთების მიწოდებაზე?

დავაფასებდით თუ მოგვაწოდებთ ქვემოთ ჩამოთვლილი თითოეული ნივთის ნიმუშს.

პატივისცემით,

....

Dear Mr. …..

We would be glad if you send us specifications of your new printing machine and also list of your current export prices and details of discounts.

We are also interested in your terms of payment and in discounts offered for regular purchases and large orders.

If we place orders with you we will have to insist on prompt delivery. Can you guarantee delivery within three weeks of receiving orders?

We will highly appreciate if you submit samples of each below mentioned product.

Best regards,

…..

I think that according to moves offered by Bhatia, that 1st paragraph should contain more information on the sender of the email, so some information about the company initiating correspondence should be presented. Moves 1, 2, 3 are united in paragraph I, II. In move 4 presented in paragraph III we may observe directness and lack of information. Move 4 – pressure tactics in paragraph IV is very concrete but lacks clarity. Move 7 – ending politely is expressed by means of politeness cliché.

Having analysed many business email/letters I have observed that in most of them Move 1 – Establishing credentials is rare. Most of the letters contain Move 2 – Introducing the offer, but move 3 –offering incentives is missing in most of the emails of the analysed corpus. Moves 4, 5, 6 can be met with moderate frequency but Move 7 – Ending politely can be seen in all analysed emails.

As for discourse of Georgian business emails/letters which is usually transferred in the translation considering its specifics, it can be said that although during last years, Georgians tend to adapt different fields of activities to international norms and standards, national and cultural specifics can't help influencing different fields of human activity including business and business emails/letters in particular.

I think it could be relevant to mention existing cultural factor in business correspondence irrespective of globalization and its international influence. In this respect famous scholars have mentioned: "It has been well known for some time that various cultures organize and develop ideas differently when writing expository texts and these differences persist when users of these languages learn to write in a new language (Bhatia, 1993, p. 37). "Business English is used by many speakers with different mother tongues; subsequently, it is influenced by a wide cultural and linguistic diversity" (Pastor and Calderon, 2009, p.3). It has also been very well explained on the example of Thai culture: "The social hierarchy has remained as one of its distinctive traits in Thailand. Cultural norms in Thai society influence a communication that values respect for hierarchy, saving face, avoiding risks, and maintaining a sense of

status. Nguyen (2011) indicates that in Thai culture, out of respect, Thai people may not feel comfortable speaking to others, asking questions, expressing their opinions, and responding to questions directly. When Thai people need to say, write and request something, they usually show respect to the older and unknown people" (Takhet & Champakaew, 2023, p. 79). The same specifics is characteristic of Chinese culture: "Conformity to the Western rhetorical style should be a requisite in Chinese-to-English translation, since the translated English texts are mainly targeted at Western audiences including shareholders and potential investors, regulatory authorities and Western media. It may also be that Western companies and banks should align their communication with Chinese values to appeal to Chinese consumers.... This suggests that the Chinese-to-English translators of CEO letters may lack sufficient register awareness to effectively present their banks to Western clients" (Huang, 2018, p. 185).

In spite of cultural and linguistic barriers that exist between businessmen from different parts of the world, their common interests, values based on education and field of occupation can help them to overcome the existing barriers and understand each other better. In this regard I would like to prove my opinion by the following statement of Louhiala-Salmiment: "Business communication should be concise and clear and "should not be treated as something separate from the real business" (Louhiala-Salmiment, 1996, p. 50). "Language use tends to vary depending on the cultural, linguistic or social background of the speaker. International business discourse as any type of discourse is culturally situated and therefore content-dependent, and all three, discourse, culture and context play a key role in the communicative process" (Carrio, 2012, p. 81).

"It is not surprising that different speakers may vary the way they transmit information depending on their mother tongue and their cultural background. Studies of intercultural communication are important to understand language change" (Carrio, 2013, p. 57).

After the above-given discussion it would be relevant to read the guiding rules of business letter writing given for Georgians:
1)   State the topic of the letter;
2)   Do not hide the main idea;
3)   Require action;
4)   Correct the text;
5)   Be adequate.

This plan offered for Georgian business letters writers at some extent explains the organization of the above-given letter and the absence of some of the moves in it which are recognized as a must for business documents on the international level.

3.2.2. Metadiscourse Categories in Georgian Business Emails/Letters

In my opinion it would be expedient to refer to several definitions of metadiscourse by contemporary scholars: "Metadiscourse has been defined as the discourse used by writers to help their readers connect, interpret and evaluate their attitudes towards the referential material presented (Kopple, 2002). In his study on CEO's letters, Hyland (1998) examined metadiscourse as the manifestation of a writer's linguistic and rhetorical presence in the text and looked at the persuasive nature of business communication" (Marongiu M., 2021, p. 1). "Communication is not just an exchange of information, goods or services; people employ metadiscourse to share their attitudes towards the content and transmit their assumptions about their interlocutors" (Hyland, 2000, 2005). "Metadiscourse devices therefore refer to both textual and interpersonal aspects used by the speakers of a language to convey non-propositional content, and to organise discourse and engage readers in the topic from a rhetorical point of view" (Carrio-Pastor M., 2021, p. 3). "Metadiscourse has been defined as the discourse used by writers to help

their readers connect, interpret and evaluate their attitudes towards the referential material presented" (Kopple, 2002).

I decided to apply metadiscourse devices singled out by Pilar Mur-Duenas in the article "An Intercultural analysis of metadiscourse features in research articles written in English and in Spanish" for the analysis of available Georgian business emails/letters corpus:

The interactive metadiscourse categories analysed are the following:
        - Logical markers: items that make explicit the relationship between two independent discourse units (i.e. sentences, paragraphs or (sub)sections). This category comprises additive, contrastive and consecutive markers.
        - Code glosses: which include reformulation and exemplification markers. Both discourse and typographical markers were considered, as the latter tend to be very commonly used in Business Management to include explanations, conclusions or examples.
        - Sequencers: elements which connect parts of the discourse in a linear, progressive manner and which structure arguments into different chunks, parts or sections, thereby facilitating the readers' decoding process.
        - Topicalisers: linguistic signals that writers include in the text to organize the discourse mainly with the specific aims of introducing related topics, of changing the topic or of resuming a topic introduced earlier on.
        - Endophoric markers: anaphoric or cataphoric references to other parts of the RA. These markers can refer to previous or subsequent text and also to visual elements.
        - Evidentials: indicators of the source of information. They comprise both references to textual information as originated in a scholar's or several scholars' work (personal evidentials) and references to what may be thought by the writer to be common, shared knowledge within the discipline (impersonal evidentials)

3.2.3. The interactional metadiscourse categories analysed are the following
        - Hedges: features which limit the writer's full commitment to what is stated in a proposition and which may be the result of certain pragmatic conventions in academic writing.
        - Boosters: features which highlight the writers' certainty and conviction about a proposition and which may be the result of certain pragmatic conventions in academic writing.
        - Attitude markers: items which show the writer's affective evaluation of given parameters or entities.
        - Engagement markers: elements through which scholars bring the readers into the text, involving them in the negotiation of academic knowledge. These include personal pronouns, question forms, directives and asides.
        - Self-mentions: explicit signals of the authorial persona of the scholar(s). They feature self-references and self-citations. (Mur-Duenas, 2011, p. 3070)
        In Georgian business discourse the equal percentage of interactive and interactional metadiscourse devices can be observed. It should be admitted that this percentage is not very high. This can be explained by the fact that metadiscourse devices are comparatively rare in non-fiction texts.
        As for interactive metadiscourse devices, I have come to conclusion that the most characteristic features for Georgian business discourse are: lack of cohesive elements and as a result there are separate, independent paragraphs which, from one side, have meaning and sense independently but cause some "coldness" and lack of cohesion and coherence in the text. From interactive metadiscourse devices I observed some logical markers – additives–8, contrastives–4; besides we see: sequencers–10, endophoric markers–9, evidentials–3, endophoric markers-9.

As business correspondence cannot be completely devoid of emotional colouring I have noticed some interactional metadiscourse devices which at some extent express emotions. Thus, in our corpus of 30 business emails/letters there were 11 attitude markers. Correspondence generally bears more or less personal character and a lot of pronouns are used. In my corpus there were 97 engagement markers, 95 of which were personal pronouns and only 2 – question forms.

Although, there was lack of cohesive elements between paragraphs, on the sentence level I quite often may see usage of such logical markers as additive markers (conjunction "and"), consecutive markers (preposition "if). It can be clearly seen from the letters/emails given below:

ბატონებო,

ვნახეთ თქვენი რეკლამა ინტერნეტის საშუალებით და მადლიერი ვიქნებით, თუ გამოგვიგზავნით თქვენი ალუმინის ფითინგების დეტალიზაციას.

გთხოვთ მოგვწეროთ მიწოდებისა და გადახდის პირობები. ასევე გვაინტერესებს, თუ იმოქმედებს ფასდაკლებები რეგულარულ და მასიურ შეკვეთებზე .

ჩვენი ყოველწლიური მოთხოვნა მეტალის ფითინგებზე ძალიან დიდია და თუ თქვენი ფასები მისაღები იქნება ჩვენთვის, ჩვენ ვაპირებთ გრძელვადიანი ურთიერთობის დამყარებას თქვენთან.

ველოდებით თქვენგან პასუხს.

პატივისცემით,

Dear Sirs,

We have seen your advertisement in the Internet <u>and</u> we would be very grateful <u>if</u> you send us specifications of your aluminum fittings.

Please, send us conditions for delivery and payment. We are also interested <u>if</u> there are any discounts in case of regular and big orders.

Our annual demand for metal fittings is very large and <u>if</u> your prices are reasonable we are going to establish long-term cooperation with you.

Looking forward to your reply.

Best regards,

…..

Very often the paragraphs of email/letter are linked by word "აგრეთვე», which may be translated as "also" or "besides" functioning as sequencers.

ბატონო .....

გთხოვთ გამოგვიგზავნოთ ჩვენს მიერ შეკვეთილი პროდუქციის ინვოისი ტრანსპორტირების ფასის ჩათვლით.

<u>ასევე</u> გთხოვთ მოგვწეროთ ზუსტი თარიღი, თუ როდის იქნება ტვირთი ჩვენი ქვეყნის საბაჟო გამშვებ პუნქტზე, რომ დროულად დავიჭიროთ თადარიგი განბაჟების პროცედურების საწარმოებლად.

<u>აგრეთვე</u> გამოგვიგზავნეთ მძღოლის საპასპორტო მონაცემები, საკონტაქტო ტელეფონი ორივე ქვეყნისათვის და ავტომანქანის სახელმწიფო ნომერი.

წინასწარ გიხდით მადლობას.

პატივისცემით, შპს ,,....."-ის ოფისმენეჯერი: (სახელი, გვარი)

Dear Mr. ….

Please, send us the invoice for the products ordered by us including cost of transportation.

We would also like to ask you to write us the exact date of arrival of the cargo to our customs in order to be able to queue up in time for passing customs procedures.

Please, send us driver's passport details, contact phone numbers for both countries and state number of the car/vehicle as well.

Thank you in advance.

Best regards,

…….Office Manager of …… ltd.

Although some anaphoric and cataphoric relations can be observed in these letters/emails. I cannot say that they dominate in business email/letter discourse.

Due to preciseness that is characteristic feature of business emails/letters, evidentials are used quite often.

„პატივცემულო ბატონო ....,

მინდა გაცნობოთ, რომ აჭარის თბოელექტროსადგურის პროექტის სამშენებლო დოკუმენტაცია შეესაბამება თქვენ მიერ წარდგენილი ტექნიკური სპეციფიკაციის მოთხოვნებს (10 ივლისი, 20...) და მოქმედ სამშენებლო ნორმებსა და სტანდარტებს (პროექტის დოკუმენტაცია განხილულია აჭარის ურბანიზაციის და მშენებლობის სამინისტროს მიერ).

რაც შეეხება თბოელექტროსადგურის ტერიტორიაზე ორი სახანძრო მანქანისათვის სახანძრო განყოფილების აშენებას, მინდა მოგახსენოთ, რომ ეს პუნქტი „მშენებლობის ნორმებში და სტანდარტებში" მითითებული არ არის.

ამ საკითხს გავიტანთ ინვესტორებისთვის განსახილველად".

 "Dear …...

I would like to inform **you** that Project Documentation for construction of Ajarian Gas Turbine Power Plant meets requirements of Technical Specifications (dated on July 10, 200..), which were submitted by **you**, and requirements of the current Construction Norms and Standards (Project Documentation was considered by Ajarian Ministry of Urbanization and Construction).

As regards the construction of fire department for two fire trucks on the Power Plant area, this point is not specified in Construction Norms and Standards.

We will raise this question to be discussed by investors".

If Georgian business emails/letters are considered from the viewpoint of interactional metadiscourse devices, it can be seen that due to specifics and lack of modality, boosters and hedges are not very frequent in them. It could be said that the information in business emails/letters has form of a presentation rather than a form of material for discussion.

In my opinion, more interactional devices should be used to involve the receiver of the letter in communication and induce him continue discussion and cooperation.

Although, as it is clear from the above given business email/letter, some engagement markers such as personal pronouns, question forms, directives are used, the main way to attract attention for Georgians is to be polite.

Based on national mentality and importance of politeness phenomenon in Georgian society, the most frequently met word in our corpora is «გთხოვთ» which may be translated into English as "please" or "we kindly ask you". I have observed about 20 occurrences of the word in the corpus, in several letters the word was mentioned several times.

The usage of conditional sentences is also characteristic of Georgian business emails/letters. A lot of sentences and even paragraphs start with "If" which at some extent on discourse level fulfills the function of consecutive marker.

თუ თქვენთან გავაკეთებთ შეკვეთებს, უნდა დაჯინებით მოვითხოვოთ სწრაფი მიწოდება. შეგიძლიათ თუ არა მოგვცეთ გარანტია მიღებული შეკვეთების მიწოდებაზე?

If we place orders with you we will have to insist on prompt delivery. Can you guarantee delivery within three weeks of receiving orders?

Expressing gratitude is also a common thing for Georgian language in general and one should notice that very often gratitude expressing phrases are used not only at the end of business email/letter (the accepted norm for English business letter) but also at the beginning to express gratitude for something that has already been done. This is conditioned by the cultural specifics of Georgian society in which expressing sincere thanks is considered to be the highest level of politeness.

ბატონო ......
მადლობას გიხდით თქვენი მოთხოვნისთვის და გატყობინებთ, რომ ჩვენს ბრაზილიელ აგენტებს აქვთ მარაგში ყველა ჩვენი პროდუქცია.
თქვენი 10 სექტემბრის მოთხოვნის პასუხად ჩვენ თან დავრთავთ ნიმუშების სრულ პაკეტს/ასორტიმენტს.
ფასები შეიძლება შეიცვალოს წინასწარი შეტყობინების გარეშე საბაზრო მერყეობის შესაბამისად.
რადგანაც სეზონი მალე დაიწყება გთხოვთ გვიპასუხოთ ამ თვის ბოლომდე.
პატივისცემით,

Dear …..
We thank you for your enquiry and are pleased to inform you that our Brazilian agents hold stocks of all our products.
In reply to your enquiry of 10 September we are enclosing full package of samples.
Prices are subject to variation without notice in accordance with market fluctuations.
Since the season will soon be under way we must ask you to reply by the end of this month.
Best regards,
…..

After consideration of several business letters/emails, it would be expedient to bring one more reason why I consider business emails and business letters "under one umbrella". It lies in the fact that Georgians do not apply to a business partner in written form unless the matter is a very serious one and very often several ideas are given together, sometimes they do not have anything in common, therefore, each paragraph can be absolutely separated from the other and no cohesive devices are needed. It conditions the so called "coldness" of the text and very often letter represents several topics which can even be enumerated within it and does not represent the coherent text unified by only one idea.

The form of address with which Georgian business emails/letters start is "ბატონო", this address means "Respected Mr.", sometimes during translation the word "Dear Mr." common to English business discourse may be omitted and only "Mr. "used as Georgian counterpart implies "Respected Mr.". Such

thing may cause inappropriate reaction and may be considered by the receiver as lack of courtesy. Warm nature of Georgian people is revealed in closing lines when word "impatiently" is sometimes used with such standard phrase as "look forward".

ბატონო ....

თქვენი სახელი მოგვაწოდა .... სავაჭრო პალატა ....

თქვენ დაინტერესდებით რომ გაიგოთ, რომ ამ წერილს თან ერთვის ჩვენი კომპანიის პროდუქციის კატალოგი.

ეს არის სპეციალური შემოთავაზება და არ შეიძლება განმეორდეს.

გთხოვთ მხედველობაში მიიღოთ ის, რომ საქონელი რომელიც მიწოდებულია დასადასტურებლად უნდა დაბრუნდეს და გადაზიდვის საფასური გადახდილ იქნას 7 დღის განმავლობაში.

<u>მოუთმენლად ველით თქვენგან პასუხს.</u>

პატივისცემით,

…...

Dear Mr.

Your name has been given to us by the ……. Chamber of Commerce in ……..

You will be interested to know that enclosed we send you catalogue of our company's products.

This is a special offer and cannot be repeated. Please, note that goods supplied on approval must be returned, carriage paid within 7 days.

<u>We are impatiently looking forward to hearing from you.</u>

Best regards,

………

The tendency of usage of long complex and compound sentences can be sometimes observed in Georgian discourse and some of business emails/letters are not exceptions. In some of the analysed emails I have observed that one sentence was occupying 3-4 lines. Such sentences are usually translated into English by several simple sentences as usage of short simple sentences is more characteristic of the English language. Although this tendency has been decreased in business during last years, it still remains the problem of Georgian business discourse and its translation into English.

ბატონო (სახელი)

საერთაშორისო თანამგზავრულ კომპიუტერულ ქსელში (Internet) საქართველოს მეცნიერებათა აკადემიისა და უმაღლესი სასწავლებლების ტელეკომუნიკაციური კვანძის ორგანიზაციისას გთხოვთ შეგვისრულოთ თანამგზავრული ანტენიდან მონაცემთა გადაცემის მაღალსიჩქარიანი საკომუნიკაციო არხის გათვლის სამუშაოები ("ჰამბურგის პროექტის" მიხედვით). გიგზავნით ტექნიკურ პირობებს და გთხოვთ 2021 წლის იანვრისთვის დაგვიმზადოთ სატელიტური სიგნალების მიღება - გადაცემის თქვენს მიერ დამუშავებული ელექტრონული ბლოკის მუშა მაკეტი.

ანგარიშსწორებას შეზღუდული პასუხისმგებლობის საზოგადოება "საქართველოს ტელეკომი" უზრუნველყოფს წარმოდგენილი ხარჯთაღრიცხვის შესაბამისად

ჩვენი რეკვიზიტებია ს / ა

Dear Mr.

Please, fulfill the calculation work for high speed communication channel to transfer data from satellite antenna within the project of telecommunications unit of International Satellite Computer Network (Internet) for Georgian Academy of Science and Higher education institutions (according

to "Hamburg" project). We send you technical specifications and ask you to prepare electronic block operational model for receipt and transfer of satellite signals by January of 2021.

"Georgian Telecom" Ltd. will make payments according to the submitted estimates.

Our bank details are: ……..

5. Results and Discussion

I think that the following theoretical information about Georgian discourse is relevant and can help to explain and understand the specifics of Georgian business emails/letters discourse.

"Not only language but different aspects of linguistic thinking are revealed in discourse, this is equally important for studies of culture (mechanism that conditions process of thinking) as well for cognitive linguistics which studies linguistic processes, linguistic units, categories, etc. in relation to memory, imagination, perception and thinking" (Georgia, 2006, p. 16).

As Georgian mentality can be best explained by the proverb "Not everything can be eaten, not everything can be said", this thesis is sometimes guiding principle in business as well. Therefore, it is very important not to follow only cultural traditions in business which very often requires directness and clarity and adjust the norms to international standards to make business discourse as understandable and as efficient as possible. Business people united by common objectives and business interests are similar "linguistic personalities", the term adopted by Karaulov in the XX century. "The synthesis of linguistic and cultural peculiarities of people of different nations result in formation of the so called "linguistic personality". Karaulov stated that: "In linguistic personality I mean the unity of person's skills and characteristic features which condition creation of his own speech (text) and perception of others' speeches by him. They (texts) differ according to the following criteria:

a) Degree of structural linguistic complexity;

b) Deepness and preciseness of expressing reality;

c) Definite purpose (Karaulov, 1989, p. 38).

As it has already been mentioned, one of the purposes of the present research is to illustrate and simultaneously advise Georgian business emails/letters writers how to avoid metadiscourse and structure variation in order to make them more similar to those accepted on the international level. For this purpose, in my opinion, the following should be done. Georgians tend to use complex and compound sentences. Although during translation process translators often divide such sentences into several simple ones, it may cause misunderstanding as they may confuse anaphoric and cataphoric relations and thus do not convey the exact meaning. Therefore, in my opinion, people working in Georgian business should adopt norms of "the lingua franca" and use simple laconic sentences to express their ideas as precisely and concretely as possible.

As it has already been mentioned, there are very many cases of usage of "please" in Georgian business emails/letters. I think that instead of using "please" and "we would like to ask", it would be better to use equivalents of such neutral expressions (clichés) as: "Could I know?", "Could I ask?", "Could I ….?" as using "please" too often may be perceived by the reader as exaggerated politeness and the aim of the writer could be misunderstood.

As for lexical means used in Georgian business emails/letters, usually Georgian words are used in them but in the corpora analysed by me, I have met the word "invoice" (international version used instead of Georgian word «ანგარიშ-ფაქტურა») several times. Usage of international words in business is a

positive trend as it facilitates understanding between parties. Sometimes Georgians even do not understand that actually it is one and the same phenomenon and prefer using calquing from English. The reason for that is the frequent usage of international term like "invoice".

On basis of carried out analysis it could be said that metadiscourse elements are used in Georgian business emails/letters sparingly as it is characteristic of any non-fiction writings.

Not only linguistic skills but also understanding the person's way of thinking is very important in doing business especially with the people from other countries. "As discourse is representation of our thinking in verbal and written form, it is human specific and culture specific. Benjamin Lee Whorf maintained that consciousness was determined culturally, and not genetically, he argued that one could arrive at an understanding of the consciousness of the speakers of a language by a study of their language. For Whorf, consciousness was the essence of cultural diversity" (Subbiondo, 2005, pp. 15-153).

One should not forget that for most people in the world who are doing business, English is a foreign or second language. Therefore, for all of these people, it would be expedient to adapt their psychological, cultural and linguistic peculiarities to one common standard of English accepted on the international level - English as "a lingua franca". Closeness and good knowledge of international version of the English language would ensure more or less similar way of thinking for the speakers of different languages. As thinking is conditioned at some extent by language, this would improve mutual understanding and, thus, communication would be more efficient. Since foreign learners, except those who are specialists of language, mainly learn international version of English, it is easier for them to communicate to each other than to native speakers of English. During international communication whether written or verbal, people should adapt themselves not only to each other's linguistic and cultural peculiarities, but to the way of thinking as well, and this is conditioned by national and cultural peculiarities. Closeness to international standard of English is, in my opinion, good solution as it is generally devoid of any cultural specifics and can, therefore, be perceived more easily. So, studying the English language, ability to read similar business correspondence in English would help Georgian business people in writing adequate emails/letters in Georgian.

In spite of cultural and linguistic barriers that exist between businessmen from different parts of the word, their common interests, values based on education and field of occupation can help them to overcome the existing barriers and understand each other better. Very often people who have proper education in business, have read a lot of business literature and are aware of style of email writing, compose business emails/letters correctly without observing any special format. It is so because they have already acquired this format on the level of subconscious.

The present study and research are relevant and necessary as we live in the era of globalization. As it was stated by Louhiala-Salminen (2009) in article "Business Communication": "Globalization is an issue affecting all society but particularly the business world. The impact of globalization is felt not only in large, multinationally operating companies, but to a great extent in small and medium-sized businesses as well" (Louhiala-Salminen, ibid, p. 309).

Georgian culture and Georgian language have very old and strong traditions. Although they are open to innovations and borrowings, they keep their own national heritage and specifics. It means that both Georgian culture and language can adopt some innovations and these innovations are added but not at the expense of removing the old already existing rules and traditions.

6. Conclusion

Having analysed the corpus of Georgian business emails/letters I saw that its specifics lies in lack of usage of cohesive elements especially on paragraphs level and metadiscourse devices. Although, it is common of business discourse in general, I think that Georgian business emails/letters should contain more cohesive elements to avoid mere enumeration of topics in the documents and giving it a text-like style.

As one of objectives of the present research is to reveal specifics of Georgian business letters/ emails, they should not be influenced by national mentality and norms characteristic for national discourse, but should follow the widely accepted norms: be written in clear simple sentences in order to avoid complex anaphoric and cataphoric relations in text, politeness structures common for Georgians should be avoided, as they may lead to exaggerated politeness and could be misunderstood. They should be more direct and the national principle of restraining oneself from saying everything should be restricted. The reason for that is the fact that in business every thought and every word can become crucial. As for lexical means, dealing on the international level it is better to use international terms and words and when expressing gratitude or some personal feelings, it is much better to use linguistic phrases equivalent to internationally accepted clichés.

It is not only linguistic competence that ensures writing business emails/letters on the proper level, it is also personal subconscious of the individual that ensures writing business documents on the level acceptable and understandable throughout business world. In order to adapt Georgian business discourse to the international norms and standards, first of all the level of people doing business should be adapted to the international level. It means they should receive adequate education, read books and textbooks accepted on the international level as all these factors will help them in becoming specialists with ideas and objectives common to businessmen working on the international level. In my opinion, work for international organizations is the best way for young people from all over the world to be taught to work on the international level as such work experience provides a person with interactional skills and office ethics that cannot be learnt from any books or at any University as it can be learnt only from the work experience.

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