

LEXICAL PECULIARITIES OF BUSINESS CORRESPONDENCE

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În prezent, datorită faptului că sfera afacerilor se răspândește în toată lumea, corespondența de afaceri a devenit unul dintre cele mai traduse tipuri de acte oficiale. Traducerea scrisorilor de afaceri necesită nu doar cunoașterea suficientă a termenilor, expresiilor, dar depinde de înțelegerea clară a structurii propozițiilor și a unor particularități gramaticale și sintactice caracteristice stilului oficial. Fiecare scrisoare de afaceri reprezintă, mai întâi de toate, un mijloc de comunicare, constituind inițierea relațiilor de parteneriat. Limbajul utilizat în corespondența de afaceri prezintă un mare interes pentru lingviști, deoarece acesta conține atât informația cognitivă, cât și cea emoțională.

Nowadays we live in the world without boundaries and due to the phenomenon of globalisation we may notice the intensification of the business relationships. The development of international business partnership faced the translators and the interpreters with the necessity of translating official business papers from English into different languages because English is considered to be the language of world business relationships.

From the lexicological point of view business papers are of great interest. Their lexicon is rather stable and as a rule, words have their only exact meaning. There are no words which are emotionally coloured and the most important element in any business letter is accuracy. One of the aspects of writing a business letter that requires the most accuracy is to know the type of business letter. A business letter sets the tone for future interactions. Business correspondence is different from the common ways of communication and has its own distinct peculiarities. There are seven principles of business letters which should be taken into consideration. The letters should be: thoughtful, complete, accurate, specific, concise, clear and polite. Their objective is to maintain a good business relationship, effective communication and conduct of normal business dealings. Letter-writing is an essential part of business. In spite of telephone and internet communication the writing of letters continues [3, p.10].

Business correspondence is often characterised by an old-fashioned and pompous style which complicates the message and gives the reader the feeling that he is reading a language he does not understand. At the same time the style of letter should not be simple, because it becomes impolite. It should be mentioned that the simplicity of words and sentences usually give the impression of sincerity and the style of writing carries out the personality of writer. Currently there are several ways of setting out a business letter, and policy in this respect differs from company to company. The length of any letter affects its appearance [1, p.20]. It should be concise and limited. The

letter should be neither too long nor too short. The right length includes the right amount of information.

A letter may be given the wrong tone by the use of inappropriate vocabulary, idioms, phrasal verbs and short forms. One should be careful using idiomatic or colloquial language in letter. There is a danger of being misunderstood or it may be given the impression of over-familiarity. No doubt it is very important to be clear. A good business letter provides all pertinent information in a clear and concise manner. The writer uses an appropriate tone and language. He or she keeps the vocabulary simple and avoids using technical or abstract language to impress the reader. He or she varies the length of sentences, steering away from long, rambling sentences with excessive details.

The language of business correspondence is very bookish and remarkable for the usage of larger and more exact vocabulary in comparison with informal style of communication. If language is not used clearly and accurately, the communication process cannot be successfully completed. The ideas in the letter should be clear and straightforward, they should not be written in a circle, making the reader guess what they mean. In order to convince the reader, the writer should be as direct as possible the message should be clear and direct [3, p.9]. A very important rule is to avoid pompous, ambiguous and inflated language, because sometimes it seems that the message is communicated clearly, but the reader receives a different message from the intended one. If the ambiguity is present in letters, the writer can never be sure that the recipient will understand the meaning of ideas. In business correspondence the tone plays an important role. The correspondent must be able to understand what is written. Confusion in correspondence often arises through a lack of thought and care, and there are a number of ways in which this can happen.

Sometimes the writer wants to impress the recipient with his vocabulary and overcomplicates his writing, in such cases the sender should be aware that the message may not be understood. The repetitious or superfluous words should not be used in business letter, because when the message is repeated over and over the reader may get nervous and the partnership will not be established. It is not advisable to write long letters, because while reading the writer may become impatient and may stop reading the letter. Words like *very*, *quite* and *completely* usually do not add too much to the meaning of the sentences or message, there is why the writer should avoid these weak intensifiers or should not use them very often in the letter [2, p.4].

In business letters the writer includes the main subject in the first paragraph and states clearly what he or she intends or wants. In other paragraphs the writer develops the main topic in a direct and concise manner.

Usually, the first sentence of the first paragraph states the intention of the sender for example: *Thank you for sending, We are pleased to inform you, We are proud to offer you, I am happy to introduce, I am pleased to accept, I am writing to complain, We apologise for* etc. According to these expressions we may understand the type of the letter and its objective. Formulae of address convey very important emotional information and even if they are formal, they show the feelings of the source to the recipient. The politeness formulae in the body of the business letter have the goal to emphasize the attitude of the sender and his or her emotions, for example *I am pleased to accept your offer, Please accept our sincerest regrets, Thank you in advance, I am more grateful for the time and attention you gave me.*

The farewell formulae such as: *We look forward to hearing from you as soon as possible, Sincerely, Yours faithfully, I look forward to working with you, Yours sincerely, Very truly yours, I am more grateful.* These formulae also are called clichés and they do not belong to general language. This is the feature that distinguishes business letters from other official documents and even if some parts of the letter in some cases cannot be included by the sender. The vocabulary of business letters is characterised by specific words such as: *price, supplier, invoice, delivery, purchase, customer, delay, delivery, fabric, buyer, stock, merchandise,* that is why, before writing a business letter, the sender should be informed about the domain which will be discussed, about the terms specific for that subject field [2, p.10]. All these terms are from different domains that mean that business correspondence is an essential tool of communication used in diverse fields. The writer should pay attention to words and phrases used in business correspondence in order to make the business letter achieve its goal.

After having analysed over seventy business letters, we concluded that the vocabulary of business letters plays a major role in business correspondence. It helps to convey cognitive and emotional information. Even if the language of business letters is official the writer should take into account that it should not be very pompous with too bookish expressions, because the recipient simply may not understand the message.

References:

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*Recomandat
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