Parcelled phrases in the aspect of business communication

O V Nikolenko, A V Belozerova, N V Sumina, E Yu Shapovalova

Don State University Technical University Rostov-on-Don, Russia

Olganikolenko@mail.ru, belochka-04.80@mail.ru, Natalia.sumina@rambler.ru, elena19982002@gmail.com

Abstract. The article is devoted to the study of the causes of communicative barriers in the process of dialogue at manufacturing. Special attention is given to parcelled statements as they function in an oral text, having a double semantic load and expressing in addition to external substantive contents the author’s implied meaning, which is often a priority in the information perspective, eludes the addressee. The relevance of the proposed work is due to the need for a detailed description of this area of business communication (alongside with the expressive syntax) and identify the causes of misunderstanding of the very nature of the designated language phenomenon by recipients entering into speech cooperation. The expediency of the consideration of the parcelling in the designated key is justified by the fact that it, representing a multilevel semantic structure in structural terms, in addition to the visual shell endowed with a deep subtext interpreting the linguistic picture of the social environment, acts in the business style as an auxiliary element serving as a certain universal code for the allocation of the information segment in the speech flow and the strengthening of suggestion. On the other hand, the incorrect division of phrases in the speech flow not only undermines the literary norms, but also can cause communicative difficulties for the negotiators. Consequently, the strategy of conducting business conversations should be carried out taking into account the complex knowledge of psycholinguistics, culture of speech and office work in order to both recognise the parcelled units in the lexical and grammatical complex and take into consideration their structural and semantic features in the production of the text. This, in our opinion, forms a successful personality in terms of communication.

1. Introduction

The anthropocentric paradigm of General linguistics, psycholinguistics and office-work determines the public interest in expressive phenomena in language in order to use them as a tool of suggestion in all areas of speech interaction, including business communication. Scientists state the fact that any modern text tends to move from the "continuity of the chain <...>, the bright expression of subordinate relations <...> to the actualised constructions with implicitly represented syntactic connections (without special signals of these connections), to the dissection of grammatical structures, the ultimate independence of their individual components" [1], functioning in the form of parcelled syntaxemes, i.e. "division of the sentence, in which the content of the statement is implemented not in one, but in two or more intonation-semantic speech units, following one after another, after the separation pause" [2]. This emphasises the "belonging of the parcelling as a means of semantic division of the message content to the communicative expressive syntax "[3], endowed with "great opportunities, both to strengthen and, on the contrary, to weaken the expressiveness of the statement" [4], to clothe it in an expressive shell, which is "an instrument of knowledge of the inner world of man, his external manifestation, < ... > the text characteristic, which is formed in the process of generating the text for entry into artistic " [2] and manufacture communication. In addition, the parcels create a stylistic effect, emphasise an information segment in the speech flow.
2. Problem Statement

This syntactic versatility of parcelling raises a number of debating problems, the solution of which is the subject of numerous works of scientists-linguists (A. A. Dobrycheva, O. P. Carcoshco, R. I. Zelepuikina, A. Z. Khaimursinova, A. N. Kalina, etc.). Identifying peculiarities of the indicated device from the related syntactic phenomena, the above mentioned linguists argue that parcellled constructions, possessing all the features of the text (cohesion, consistency, modality, informativeness, etc.), emphasise the dynamic status of the parcellled phrase (with the possibility of syntactic unification the parcellates and basic parts in a single structure) to concretise its denotive plan and stir up its expressiveness and emotionality. However, the implementation of semantic relations between the parcellates remains an insufficiently studied aspect in their works.

3. Main Part

The parcelling divides the statement in a special way: on the one hand, a structurally fragmented syntaxeme conveys diversity in unity; on the other hand, the events described sequentially are presented in a separate narrative frame:

I am a communicative person ... Different creative ideas ... And also, quite a good artist.

This example clearly shows that the division of the monological phrase contributes to the transferring of both explicit and implicit information (about additional professional qualities).

Typically, the parcelling disrupts the rhythm of the narrative, creating a pause to further enhance the expression of the unexpected development of events:

But maybe the situation is not going to be like that ... Maybe, something terrible is going to happen ... either to the firm or to the employees.

Another example:

I started my career as a manager in a small company ... Worked there for 2 years. Then I moved to another organisation where I work at the moment / as an accountant.

The intonationally indicated segment worked there for 2 years helps to convince the listener of the professional experience of the candidate and pause at the word accountant indicates a certain production status.

As a rule, with simultaneous parcelling and emphasis, the sentence is divided into two logical parts, the first of which acts as a certain signal of information supply in order to attract the attention of the addressee of speech, and the second develops the idea of what was said:

- Why did you apply for a job in our company?
- You have a great reputation, and I hope to gain more opportunities ... and the prospect of growth in your company.

Linear parcelling of the narrative is based on the compositional intention to highlight the details of the picture in general, figuratively to stress a significant section of the speech.

Linguists have repeatedly observed that any part of the sentence can act as a parcellate. In linguistics, "a number of permanent characteristics inherent to parcellted structures has been identified in linguistics: predominance of parcellled adverbial modifiers over the other parts of the sentence, relatively stable parcelling of indirect object, the predominance of parcelling of compound sentences over complex sentences, etc.," [5]. However, particularly interesting to us are the examples involving the parcelling of the lexemes, linguistic nature of which is designed to perform incidental functions (introductory words, participles, particles, etc.).

Our firm was not involved in this incident.. Naturally.

In this case, thanks to the parcelling, the introductory word naturally appears in the position of the actualised rheme, which conveys not only confidence in the existence of the fact, but also forms a deep subtext: the speaker's desire to emphasise the exclusivity of his morality, as well as an invitation to the addressee to share this opinion.

Parcelling enhances the psychological contrast in any speech:

The old and so true saying; those who have hard times in life are responsive to the misfortunes of others ... Tatyana Dmitrievna has had tough life – conversational-everyday style;
"I Am Hamlet...a burden line …
And there is no rhyme ... no plot ... " - poetic speech;

Recently at the company there has been a sharply increased turnover. If you look at the contingent of personnel by age, we basically lose our main strength, that is, those employees who already had a fairly high qualification, experience and level of professional knowledge. Simply put, we lost those who in a few years had to take a higher position ... Future chief specialists ... heads of departments and their deputies. - official business style.

As you can see, structurally, the second phrase serves as a predicate, an indicator of which is the possible introduction of the lexeme is between the parts: "I am Hamlet" – is a burden line... in which there is no rhyme and no plot. Semantics of the parts testifies that their semantic relations are based on the certain segment partially verbalised by the word burden. The parcelettes ... there is no rhyme ....and no plot ... are cut off from the main sentence, which gives the whole phrase an intermittent character. Moreover, the second syntaxeme ...and no plot ... serves as additional joining, filling all the statements with psychology and creating the impression that it (the statement) is born at the moment of pronouncing. Singling out syntaxemes “The future chief specialists ... heads of departments and their deputies”deprives the phrase of the enumerative tone and opens the veil of the intriguing beginning. All this strengthens logical and semantic accents, dynamism, stylistic tension.

In formal speech parcelled constructions with attributive meaning, in which one semantic node is in relation of submission to another node, having by-word or adnominal-attributive character, are quite frequent:

First of all, we propose to change the shift schedule and the rules and regulations ... inner rules and regulations. And this will require serious analysis and training.

In the example, the sign contained in the parcel definition is subjected to emotional and expressive underlining: the parcel performs a pictorial function, participating in the creation of an image, the nature of which affects the intonation pattern of the phrase.

It is thought that the presence of attributive meaning is another feature of parcelling that distinguishes it from a number of other artistic means of expression used in business communication.

Semantic shades in such constructions can be caught only in the sounding speech due to its rhythmic-intonational design, as well as on the basis of knowledge of the situation reflected in the statement:

And the participants ... were given accommodation on the lower floors! (from the speech).
Compare: And the participants who were at the meeting were given accommodation on the lower floors;

And participants, if they were at the meeting, will be given accommodation on the lower floors.

In the written speech of colloquial subjects there are parcelled constructions, in which the identification of the basic typical relationship between the semantic segments is difficult. It is often impossible to determine which part is the priority in semantic perception:

So many things to say ... Need to finish.
Compare: I want to say a lot, but we have to finish (opposition);
So many things to say, although it is necessary to finish. (concessive meaning).

Structural changes of such statements represent a semantic variation line and make no specification in the phrase. In this regard, in such constructions the hidden mediating meaning cannot be fully restored without knowledge of the situation and the corresponding intonation.

Another feature of the structural and semantic organisation of the parcelling is the presence of mediated semantic links between its parts in the development of the second syntagma of the word, which is absent in the first part (zero sign), which is replenished by the context, or in the introduction of a hidden mediating meaning, not expressed verbally. It is thought that such constructions are close to the constructions, called homonymous in the Russian language, i.e. having an ambiguous structure, "for which several grammatical meanings are fixed, one of which is actualised in speech" [6]:

Dear ladies and gentlemen! Turn your heads to the right ... This is a mockup of our new building!
Compare: *Dear ladies and gentlemen! Turn your heads to the right and look at the layout of our new building!*

*Dear ladies and gentlemen! Turn your heads to the right. This is a mockup of our new building!*

It is seen that the content of the original construction can be interpreted in two directions: with the introduction of the zero lexeme, look without division into speech segments, the construction will be a complex sentence of expository character; without the material embodiment of the reference for the second part of the word, the statement turns into a microtext describing the situation in different ways, without grammatical dependence between the components of the statement.

The analysis of the parcelled constructions in the pragmatic aspect with an emphasis on the addressee of the statement is particularly relevant in the light of the anthropological setting of modern linguistics. It seems that with the perception of the parcelling in the text, the reader alongside with the author is following the same path of structuring and restructuring of linguistic units and independently filling in the semantic gaps between parcellates [7], so understanding the nature of the verbal and cogitative processes in the construction and perception of parcelled texts is especially necessary:

*In just a month you will be able to understand Chinese well. Or you won’t. It all depends on what decision you make now.*

The information is supplied by the copywriter taking into account the perception of the text by possible clients: the first basic part of the content is an ordinary advertising proposal; the second part is a verbalised possible objection of the client, to which the author of the statement immediately gives an answer with the third parcellete (and only one of several possible content – beneficial for the author of the multicomponent construction).

The use of the parcelled units in advertising and in psychological practices is explained by their ability to strengthen the plan of suggestion, so their study is promising "to create automatic systems for assessing the strength and quality of the suggestive effect of advertising and other texts of influence" [8]:

*"Luxury gate": Protect your home. Around the clock.*

The parcelle placed in a separate sentence is loaded semantically and emotionally and receives the position of the actualised rheme (compare: *Protect your home around the clock*), so the reader restores implicitly represented semantic links by the semantic context: just like the gates protect the house around the clock so as the firm producing them provides one hundred percent (valid hours) warranty.

Communicative task of the speaker is a leading factor in the construction of the real text in accordance with the theme and the situation of communication. This provides an indissoluble unity of the external structure of the statement, its internal content and functional purpose.

To attract the attention of a business partner to specific information or to strengthen the meaning of the word, a person resorts to the use of emphases.

Emphatic intonation is a complex rhythmic pattern, timbre bright colors and a dot accent:

*Today / the negotiations were successful* – the tone of comparison;

*Today / negotiations were / successful* – a statement of fact.

As you can see, the emphasis, focusing on certain lexemes, reflects the communicative intention of the speaker to emphasise the basic semantic components of the message.

Obviously, due to its auditory nature, the emphasis is realised in the oral statement to a bigger extend; in written texts (especially artistic), the concentration of attention on a particular speech area is achieved through the prism of its perception by the reader or the introduction of the author's signs.

*"Calm Down, Mary. I’m // Dubrovsky,"* - said the hero of Pushkin. Setting dash after a personal pronoun "forces" the reader, on the one hand, to pause, and on the other hand – to discover new personal qualities of the character.

With the help of punctuation marks speakers in the non-audial text clearly convey important, in their opinion, information and "I-position", which are not difficult for the recipient to read".

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The cause has been dealt with ... We have real competitors. Let's now look at how to increase the interest of our employees, what we will motivate them by, at least at the time when we will conquer the market. Who would like to speak on this issue?

Or in a literary text:

And if happens once in a century HISTORY, remember long, reverently transfer from mouth to mouth with the hidden pride – as it happened to us, not at neighbours from Markushev, that only were well-known for on the district that the terrible ensign Savelyev Slavka, the trouble-free repairman of personal officer equipment ... [16].

From the point of view of grammar, culture of speech and graphics, the above excerpts do not correspond to any punctuation, no speech, no graphic standards, but we can say that it is a deviation from them that allows the author of the statement to remove information veils and convey to the reader significant shades of meaning.

The emphasis on individual elements of the sentence can be carried out not only by means of a special intonation, but also by varying the length of the sounds:

You have / b-i-i-i-g problems!

If we consider the nature of language, including the consideration of the data of phonology, we can see that vowels, as well as sibilant and explosive consonants are the most frequently used elements in the emphatic elongation, because they are able to increasingly clothe the word in a melodic shell, as well as to make a hidden meaning: for example, " o " provokes the image of something holistic, three-dimensional; "u" conveys the depth of thought:

Thi-i-i-ink about that!

"Sh" lulls the consciousness:

I'm yours!

This kind of emphatic models are not considered as a deviation from the norm or its violation: they serve as an additional source of giving expression and emotionality to the phrase.

The absence of the author's distinctive semantic signs transfers the statement into a zone of "black square", where its addressee is "offered" to stir imagination and independently interpret the content component. We will illustrate this idea by the example of the (CEO) Chief Executive Officer's speech to the workforce:

After all, we are already ahead now on this indicator and we will fail to significantly raise a salary now ... to us it will be simply economically not profitable. - a direct causal result at parcelling;

After all, we are already ahead now/ on this indicator and we will fail to significantly raise a salary now ... to us it will be simply economically not profitable – temporal priority;

After all, we are already ahead now on this indicator and we will fail to significantly raise a salary now ... to us it will be simply economically not profitable – subject comparison;

After all, we are already on this / parameter, and to significantly raise wages now, we will fail...

We just it is economically not profitable – defining-indicating uniqueness.

The meaningful interpretation of such parcellled emphatic constructions depends on the correlation of the accentuated element with the expression of the speaker's communicative intention and on the conditions of its semantic and syntactic design.

The distinctive dominance of certain lexemes serves as an indicator of their communicative significance: they not only actively realise their possibilities of accentuation, but also are characterised by the greatest use.

On the other hand, in our opinion, it is necessary to approach the use in the language of parcellled constructions structurally close to the complex sentence with caution, since it is this layer of syntaxemes that generates grammatical mistakes in the statement due to the wrong understanding of the semantic relations between the parts of the parcellled utterance:

Thus, our employees are deprived of such an important incentive factor as moving to work in Astana. So we need to master the market of Astana.

This kind of parcellled statements are characterised by uncertainty of semantic content and syntactic ambiguities of form that brings them closer to weakly structured units acceptable in oral conversation.
In the scientific literature, such constructions are regarded as structurally incorrect, since the subordinate part cannot be extracted from the limits of dependence in the area of independence. In addition, the business philosophy of the businessman requires from the chief the demonstration of speaking skills to create coherent, logical, "classic" text that contains syntactically deployed phrases with explicitly expressed subordinating relations.

Attention should also be drawn to the fact that the semantic relations in the parcelled constructions found in the official texts are deeper in the denotative subtext than in similar statements built on commonly used colloquial models.

4. Conclusion

The semantic and syntactical features of the parcelled constructions considered within the framework of this research allow to speak about their wide use in the oral official and business statement. The fact of identity of functioning of the described syntaxes in other styles confirms the idea of significant influence of the oral form of speech production on the formal-semantic side of the statement. Adequate perception of the semantic side of the parcelled units is provided by a number of factors, which include super-segmental means, context and knowledge of the situation of speech. These factors, capable of creating a variability of semantic relations, should be taken into account in the selection and presentation of the official text.

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