ВЕРБАЛЬНЫЙ КОММУНИКАТИВНЫЙ СТИЛЬ КИТАЙСКИХ КОМПАНИЙ

CHINESE COMPANIES' VERBAL COMMUNICATIVE STYLE

УДК 81-23

Иксарова М. В., Лингвистика, кафедра восточных языков, факультет филологии и языковой коммуникации, Сибирский федеральный университет, Россия, Красноярск

Iksarova, Mariia V., info_ifiyak@sfu-kras.ru

Аннотация

Целью данного исследования являлось выявление особенностей вербального коммуникативного стиля китайских компаний, транслируемого для китайского рынка. В качестве материала для исследования для данной статьи были выбраны официальные веб-сайты китайских компаний Xiaomi (小米), Huawei (华为), OPPO и Lenovo (联想) на китайском языке, а также проведен анализ их содержимого путем сравнительно-сопоставительного метода, метода мультимодального дискурс-анализа, метода семантического описания, метода контент-анализа. Поскольку официальный веб-сайт компании – это один из способов осуществления межкультурной коммуникации, который транслирует определенный фрагмент социокультуры. На данный момент существуют определенные характеристики каждой из лингвокультур, обуславливающие их уникальность, а также находящие свое отражение в языке и транслируемых коммуникативных стилях. При сопоставлении результатов анализа были установлены транслируемые китайскими брендами вербальные коммуникативные стили, а также указаны причины, обуславливающие и объясняющие выбор языковых средств, а также тактик продвижения компаний. Результаты будут полезны как для

филологического поля, так и для предпринимателей, чья деятельность неразрывно связана с китайской лингвокультурой.

Summary

The purpose of this article is to identify the features of the verbal communication style, which is broadcast for the Chinese market by Chinese companies. The official websites of Chinese companies Xiaomi (小米), Huawei (华为), OPPO, and Lenovo (联想) in Chinese were chosen as the material for the study for this article. The content of the websites was analyzed by using a comparative method, a multimodal method discourse analysis, semantic description method, content analysis method. The company's official website is one of the ways to implement intercultural communication, which broadcasts a specific sociocultural fragment. At the moment, there are certain characteristics of each of the linguistic cultures, which determine their uniqueness, and are also reflected in the language and transmitted communicative styles. As a result of the research verbal communicative styles broadcast by Chinese brands were established, as well as reasons that determine and explain the choice of language tools, as well as company promotion tactics.

Ключевые слова: вербальный коммуникативный стиль, перевод, локализация, тактики продвижения, веб-сайт.

Keywords: verbal communicative style, localization, translation, website, promotion tactics.

Research area: Linguistics.

Introduction. First of all, it’s highly important to mention that there is no universal and generally accepted interpretation of the term localization since the phenomenon itself has arisen relatively recently and is directly related to the emergence and development of information technologies and equipment.

So the Dutch researcher B. Esselink presented his vision of the essence of localization as a kind of “process of adapting software or a web product” [Esselink,

2002: 1], which necessarily includes work not only with the structural-visual component but also with the technical level of the implementation of this process, which includes multilingual product support, interoperability, the possibility of multilingual management, development and testing of a software product and other processes that significantly affect the nature localization.

If we consider localization as an adaptation of the finished product to a specific cultural environment, then the globalization process itself is designed in such a way that the main goal in modeling is to minimize the additional work of localizing it: “globalize means to think over the project and methods of product promotion in advance, taking into account a multinational audience ... Localization is an integral part of the globalization process ”[LISA, 2019].

Discussion. Researcher R.V. Collins meant by localization the implementation of a certain process that affects the adaptation of computer applications and games, Internet software to the requirements of other states, which determines the popularity and success of their use of a particular national-cultural community.

M. Cronin in his research work “Translation and Globalization” noted that one of the most popular services in the 21st century is precisely localization, not a translation, since it is localization that is responsible for the full adaptation of the product, and not its individual part [Cronin, 2003: 8].

E.V. Chistova notes that language localization (from Lat. Localis - local, locus - place) is a translation and “cultural adaptation of a product to the characteristics of a specific region, country or population group”, where “product” means any product or service [Chistova, 2019: 963]. For this reason, initially, the term was used only in the field of ICT, however, over time, more and more researchers began to pay attention to the study of this issue.

Particularly worth to notice that localization is inextricably linked with the complex process of globalization and is its second stage. The first stage is internationalization – a kind of universalization of the product, by getting rid of all regional features and simplification for subsequent localization.

As far as at the present stage of economic development, the goal of most companies is to establish intercultural contact and enter new markets in order to sell their products, then an important step in establishing partnerships is successful intercultural communication, “carried out as a result of language mediation and including not only language but also specific national cultural features ” [Sukhareva, Shurlina, 2013]. since, “in intercultural communication, it is necessary to take into account the peculiarities of the national character of the communicants, the specifics of their emotional structure, the nationally specific features of thinking” [Sukhareva, Shurlina, 2013].

In the conditions of existence and development in the current anthropocentric paradigm, the main goal of companies is to provide customers with easy access to familiarize themselves with the products, the company's culture, its visibility, and values. The most optimal is the creation of the official website of the company since online access will allow you to resort to the services of the company at any time and anywhere in the world.

Based on the comparative method, multimodal discourse analysis method, semantic description method, content analysis method, we have analyzed the official websites of Xiaomi (小米), Huawei (华为), OPPO and Lenovo (联想) in order to study verbal communication the style broadcast by Chinese companies for the Chinese market to detect the specifics of the verbal communication style of the designated brands.

Website localization is a special form of intercultural communication in which the transformation of the text during the translation process not only affects the language area but also involves the adaptation of the sociocultural characteristics of the source language, taking into account the cultural specificity of the language of potential users [Sukhareva, Shurlina, 2013: 167]. A meticulous and detailed sociocultural setting, including “involves editing information, graphic images, logos, banners, changing the structure of a foreign-language version of the site taking into account the national mentality” [Sukhareva, Shurlina, 2013: 168].

A website is a special social space, a kind of “second-order reality” that exists as a specific “symbolic matrix of behavior, practice, thinking, judgment, emotional evaluations, and social agents” [Bourdieu; cit. by: Sivovolov, 2007]. Communication is the basis of the existence of modern society, on the basis of which all social interactions are realized, then any changes in the information and communication space and technical areas are a direct reflection of all the changes taking place in society, and their nature, variability, and diversity are largely dependent on cultural features of the national-cultural community. Adhering to this point of view, we can safely say that the company's official website broadcasts a certain fragment of socio-culture, the characteristic ways of its interaction, that is, “localizes and objectifies a certain fragment of social space” [Sivovolov, 2007].

It is also worth noting that the communicative styles of various national-cultural societies are different since their character depends on the intercultural aspect of communication. Researcher D. Bartland, noted that all “topics that people choose to discuss, their preferred forms of interaction, as well as the mutual level of involvement” form the basis of the multifaceted concept of “communicative style” [Barnlund; cit. by: Kulikova, 2006: 163].

L.V. Kulikova notes that the communicative style also includes “used typical speech formulas, courtesy rules, emphatic forms, the general organization of discourse ... paralinguistic and prosodic means: the volume of the sounding speech, the length of the pauses, the rules of emphasis, and intonation” [Kulikova, 2006].

In this research paper, a model of verbal communicative styles presented by L.V. will be used as a classification for analysis. Kulikova in her work “Communicative style in an intercultural paradigm”, which is composed according to the contextual parameter of cultures (high or low context in the terminology of E. Hall), consisting of the following criteria:

- *direct / indirect (also terminological options: explicit / implicit);*
- *rational / intuitive;*
- *accurate / detailed;*
- *personality-oriented / status-oriented;*

- *specificity / diffuseness.*

In the course of the study, we identified the features of the verbal communicative style according to the contextual parameter of cultures. Based on the classification we use, Chinese companies are characterized by the translation of the following styles:

- according to the direct/indirect parameter (explicit/implicit), Chinese companies are characterized by an indirect verbal communication style, more oriented to the message recipient:

– the specific constructions of Chinese proposals are also a reflection of the implicitness of the communicative style of companies, for example, a description of casualness precedes the appearance of an active participant in the situation: 1) "联想的企业文化植根于多元视角和主人翁的精神，**我们**不断探索让企业蓬勃发展的方法"; 2) "联想的使命：致力于创造改变世界的技术、产品和服务，帮助每一个人拥抱更加充实有趣的生活。**我们**深知科技的世界永不止步。**我们**将对事业的热情，融入到创新的科技中，打造出高品质的产品与服务。".

- the parameter rational/intuitive for Chinese companies is characterized by the prevalence of an intuitive verbal communicative style:

– an explanation of one of the meanings of the Xiaomi company logo (小米), which has the shape of an upturned heart, is the desire to take on all organizational issues, thereby reducing the feelings of your customers, gaining their approval and trust, literally "preserve the heart a bit": "另外，小米的 LOGO 倒过来**是一个心字**，少一个点，意味着小米要让我们的用户**省一点心**";

- the accurate/detailed parameter for Chinese companies is characterized by the translation of a detailed verbal communicative style:

– use of artistic expressiveness: artistic turnovers: “不经艰难困苦，何来**玉汝于成**”, “未来影像”; epithets: “让 不凡 的 心 尽享 至 **美 科技**”, “我们 不断 探索 让 企业 **蓬勃 发展** 的 方法”; superlative comparisons: “为 用户 提供 **最好 的** 产品 和 服务, 世界 上 **最具 创意 的** 企业 之一”, as well as detailed descriptions and roundabouts;

- according to the parameter personality-oriented / status-oriented, Chinese companies are characterized by a commitment to a status-oriented verbal communicative style:

– can be seen in lowering the importance of the speaker and increasing the importance of his clients: “让**不凡的心**尽享至美科技”; the desire to perfectly fulfill the tasks and promises: “**始终坚持做** ‘感动人心、价格厚道’ ”; desire to simplify the life of their customers: “通过向我们的用户提供具有突破性创新的产品和服务，让他们**不仅能够轻松高效地完成工作**，**也能实现更加便捷有趣的生活方式**”;

- according to the specificity / diffusivity parameter, Chinese companies are characterized by the prevalence of diffusivity, which consists in a high degree of communicative activity and the existence of non-working relationships, and informal communication plays an important role for representatives of the Chinese linguistic and cultural community:

– the tendency to actualize the concept of the family: as representatives of a high context culture, the use of the pronouns 我(I), 我们(We) with such tokens as: company, users, customers, idea, ideology, mission and etc.: “我们的用户”, “我们公司”; the use of advertising campaigns that focus on friendly and family relationships: “不管离家多远**妈妈的**味道都在手机里”, “与基在**朋友圈**互赞-不

如相册有彼此为伴”; as well as the availability of photographs depicting company employees during interaction in situations of everyday communication: photographs from sports competitions within the company, attending conferences and the like.

Conclusion. It should be noted that these research results and the choice of verbal communicative styles are directly related to such a feminine feature of the Chinese national-cultural community as “face preservation” in the process of communication. This feature was formed over a long period of time under the influence of Confucianism and Taoism, which in turn contributed to the establishment of one of the most important concepts of the modern Chinese - harmony, both external and internal. Consequently, this phenomenon was certainly reflected in the features of communication: the Chinese people are extremely sensitive to everything that surrounds them, therefore, when communicating, they try to adhere to an attentive communicative style, which also forms and supports the concept of a person. This is reflected in the language tools and tactics used.

The results of this study will be useful not only for entrepreneurs who seek to enter the Chinese market, but also for those whose activities are directly related to interaction with Chinese linguistic culture.

Литература:

1. Чистова Е. В. (2019). Когнитивные техники транскрибирования брендированного контента: научное издание [когнитивные техники транскрибирования брендированного контента: научное издание], in Cognitive Language Studies, 37, 963-967.
2. Collins R. W. (2002). Локализация программного обеспечения для Интернет-программного обеспечения: проблемы и методы, в IEEE Software, 19 (2), 74-80.
3. Кронин М. (2003). Перевод и глобализация. London: Routledge, 298 p.
4. Б. Esselink (2000). Практическое руководство по локализации. John Benjamins Publishing, 498 p.
5. Куликова Л. В. (2004). Межкультурная коммуникация: теоретические и прикладные аспекты. На материале русского и немецкого лингвокультур:

монография [межкультурная коммуникация: теоретические и прикладные аспекты. На материале русской и немецкой лингвокультур: монография. Красноярск, Рио КГПУ, 196 С.

6. Куликова Л. В. (2006). Kommunikativnyĭ stil′ v mezhkul′turnoĭ парадигме: monografiia [коммуникативный стиль в межкультурной парадигме: монография]. Красноярск, ГОУ ВПО " Красноярский государственный педагогический университет им. В. П. Астафьева", 393 С.
7. Куликова Л. В. (2011). Коммуникации. Стил′. Interkul′tura: pragmalingvisticheskie я kul′turno-детерминанты индивидуального и общественного подходы к mezhkul′turnomu obshcheniiu [коммуникации. Стиль. Интеркультура: прагмалингвистический и культурно-антропологический подходы к межкультурной коммуникации. Красноярск, СФУ, 268 С.
8. Сивоволов Д. Л. (2007). Интернет-сайт как предмет социологического исследования: метод анализа интерактивных документов, доступный по адресу: https://clck.ru/P8zgc (дата обращения 10 апреля 2020 года).
9. Сухарева Е. Е., Шурлина О. В. (2013). Локализация satata как форма межкультурной коммуникации, доступна по адресу: https://clck.ru/P92XN (дата обращения 13 февраля 2020 года).

References

1. Chistova E.V. (2019). Kognitivnye tekhniki transkreat͡sii brendirovannogo kontenta: nauchnoe izdanie [Cognitive techniques for transcribing branded content: a scientific publication], *In Cognitive Language Studies*, 37, 963-967.
2. Collins R.W. (2002). Software Localization for Internet Software: Issues and Methods, *In IEEE Software*, 19 (2), 74–80.
3. Cronin M. (2003). Translation and Globalization. London: Routledge, 298 p.
4. Esselink B. (2000). A practical guide to localization. John Benjamins Publishing, 498 p.
5. Kulikova L.V. (2004). Mezhkul′turna͡ia kommunika͡tsi͡ia: teoreticheskie i prikladnye aspekty. Na materiale russkoĭ i neme͡tskoĭ lingvokul′tur:

monografiia [Intercultural communication: theoretical and applied aspects. On the material of Russian and German linguistic cultures: a monograph]. Krasnoiarsk, RIO KGPU, 196 p.

6. Kulikova L.V. (2006). Kommunikativnyĭ stil′ v mezhkul′turnoĭ paradigme: monografiia [Communicative style in an intercultural paradigm: a monograph]. Krasnoyarsk, GOU VPO “Krasnoiarskiĭ gosudarstvennyĭ pedagogicheskiĭ universitet im. V.P. Astaf′eva”, 393 p.
7. Kulikova L.V. (2011). Kommunikatsiia. Stil′. Interkul′tura: pragmalingvisticheskie i kul′turno-antropologicheskie podkhody k mezhkul′turnomu obshcheniiu [Communication. Style. Interculture: pragmalinguistic and cultural-anthropological approaches to intercultural communication]. Krasnoyarsk, SibFU, 268 p.
8. Sivovolov D.L. (2007). Internet-saĭt kak predmet sotsiologicheskogo issledovaniia: metod analiza interaktivnykh dokumentov, available at: https://clck.ru/P8zgc (accessed 10 April 2020).
9. Sukhareva E.E., SHurlina O.V. (2013). Lokalizatsiia saĭta kak forma mezhkul′turnoĭ kommunikatsii, available at: https://clck.ru/P92XN (accessed 13 February 2020).