

Linguistic ways of expressing emotions in French business discourse (based on business media texts)

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Abstract. Being an integral part of the life of society, business discourse is of particular interest to study from the standpoint of the emotional behavior of its participants. The spheres in which this type of communication is used are different. The manifestation and expression of emotions in business discourse is the speaker's intention to influence the interlocutor in the right direction, to cause a certain emotional reaction from his side. This paper examines the emotional component of French business discourse as one of the foundations of its coherence. An attempt is made to comprehensively analyze business discourse from the point of view of the verbal expression of emotions and determine their role in the implementation of pragmatic attitudes characteristic of this type of discourse. At the same time, given the rapid, constant development of the journalistic style in the French language, the disclosure of this aspect is of undoubted interest from the point of view of enriching information about the French media and modern French in general.

1 Introduction

Nowadays, researchers are showing keen interest in various discursive formations. In linguistics, close attention is also paid to modern business discourse: the interpretation of the concept of "business discourse" is clarified, its essence and typology are revealed, a system of interrelationships and interactions of various linguistic levels within the framework of this phenomenon is established.

At the same time, the analysis of the theoretical material shows that a large number of issues remain the subject of discussions and various interpretations, namely: the nature of discourse, the significance of the social institution within which discourse is created, the cognitive-discursive typology of texts, the features of conceptualization and categorization of knowledge within the framework of different types of discourse [1, 2, 3, 4].

The study of ways to convey the emotional component of linguistic units that form the space of a foreign cultural text is also a significant component for optimizing intercultural communication in its broad sense. Text communication is one of the forms of intercultural

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communication, which is the most accessible for most people. The ability of a text to have an emotional impact on the listener or reader is considered to be its inherent property. The emotional content of the text is reflected at all linguistic levels. In addition, the dominant emotional meaning is revealed at the level of the semantics of the text as a whole. For a linguist, it is especially important to be able to isolate and analyze linguistic means with the help of which a certain emotional coloring is given to the text, as well as to master the techniques with the help of which certain emotional effect is created.

2 Material and methods

The research material was the articles and headlines of such media outlets as: Les Echos, La Tribune, Capital, Le Nouvel Economiste, Entreprises. The main research methods were the descriptive method and logical-semantic analysis in order to compare the content of the heading and the actual text of the article, actor-speech analysis to identify and study the pragmatic orientation of headings, elements of quantitative analysis in order to establish the frequency of the main structural and pragmatic types of headings.

3 Theoretical background

3.1 Current state and peculiarities of studying the concept of “business discourse”

Over the past decade, the number of studies devoted to the study of business communication and business discourse has significantly increased in domestic and foreign linguistics. Most of the work that directly analyzes business discourse is aimed at identifying its linguistic and stylistic features and genre varieties. Scientists have not ignored various grammatical phenomena, typical lexical characteristics of business discourse, its pragmatic patterns and linguistic ways of expressing imagery, expressiveness and emotionality. The efforts of both domestic and foreign researchers to describe various means of creating argumentation of a business presentation and methods of its semantic segmentation turned out to be quite successful. Attempts to study the linguo-cognitive patterns of business discourse have been repeatedly undertaken. Particular attention was paid to the analysis of the terminological system used in business communication, communication strategies for understanding and interpreting texts that function in a professional environment, and the patterns of formalization of semantics.

A new systemic approach to the phenomenon of business discourse as an institutional phenomenon was proposed by T.A. Shiryayeva [5]. She managed to design a holistic multidimensional linguo-cognitive model of modern business discourse, which made an undoubted contribution to the development of categorical, conceptual and terminological paradigms of cognitive and discursive research.

It should be emphasized that all of the above studies are important, legitimate and promising. Moreover, they certainly bring the scientific community closer to understanding such a complex and multifaceted phenomenon as business discourse.

At the same time, one cannot fail to note the increased interest in the cognitive aspects of language and the transition to anthropocentric linguistics, which studies the mechanisms and methods of interaction and correlation of a person, his consciousness, thinking, various activities with the language he uses [6]. It was these linguistic factors that led to our research.

3.2 Linguistic and stylistic features of the language of the modern French business press

Nowadays, the media continues to constantly evolve. Along with the development of accessibility and variety of media, the journalistic style and ways of expressing it are developing.

Publicism, which is called the “chronicle of modernity” due to the fact that it reflects modern history in its entirety, is similar to fiction. Modern newspaper articles reflect not only the changes taking place in public, political, social or economic life, but also the changes taking place in the language. Newspaper journalistic style is such an area of application of the language that reacts most quickly to new linguistic phenomena, which arouses great interest of philologists and requires constant and thorough research.

Expression of newspaper speech is conveyed in different ways. Invocability is manifested in the motivating nature of speech, simplicity and accessibility – in the comparative simplicity of syntactic structures, in the use of commonly used vocabulary and commenting on the terminology used. The expressiveness of speech is manifested in the stylistic “effect of novelty”, in the desire to find unusual, fresh phrases, in the desire to avoid the repetition of the same words (except for terms) and phrases within the context, in the wide use of figurative means [7].

As many researchers rightly point out, the thematic “openness” of the newspaper journalistic style influences the incredible breadth and variety of its vocabulary. That is why journalism is the richest type of literature. At the same time, the “openness” of the vocabulary of journalistic texts is caused by extralinguistic factors. These include, first of all, the variety of topics that attract the attention of journalists. Among the many topics, the basic ones are: economic, political, medical, social, sports and military. Each topic is characterized by its own structural lexemes. The words most often used in journalistic texts can be considered symbols, “markers of the era”. By such symbols, it is possible to talk about the features of a particular period of time [8].

The formal business style of the French language has common features with the journalistic one. It also consists of clichés; socio-political lexemes are often found in it. The most characteristic features of the formal business style in the French language are the unification and standardization of linguistic means [9]. It may seem that the emotional coloring of the journalistic style and the lack of emotionality of the business style in the French business press will not go well together. This raises the question: if emotions are expressed in the French business press, then which ones and why?

4 Results

The analysis of the factual material made it possible to establish, first of all, the connection between the content of any section of the French business journalistic publication and the degree of emotionality of the article.

The French business publication *Les Echos* is a good example. The article “En devenant croque-mort, j’ai trouvé du sens à mon travail” is an interview published in the section “Métiers et reconversion” (“Professions and retraining” - *hereinafter translated by the authors*), where the author talks about his retraining from a philosopher to a funeral director. The author shares his experience in a positive way, freely using figures of the artistic style and emotionally colored vocabulary: “*le croque-mort*” - owner, worker of the funeral home (colloquial noun).

Further in the text of the article, we find the following examples of expressive vocabulary:

- “(étonnant pour de la philo !)” - «(amazing for the Faculty of Philosophy!)»

• “j’avais un mal fou à travailler efficacement et à me sentir utile...” - «*I found it terribly difficult to work effectively and feel useful ...*»

• “...deux années bouleversantes humainement, spirituellement et professionnellement” - «*...two humanely, spiritually and professionally amazing years.*»

In these emotionally colored figures of speech, it is quite easy to catch the emotions conveyed by the author: satisfaction, joy as a result of the decision.

At the same time, we find in the article the official business vocabulary, as well as vocabulary related to the field of higher education:

• “une licence de philosophie à l’IPC...” - «*major in philosophy at IPC University ...*»

• “les débouchés” - «*capabilities*»

• “polyvalent” - «*man of many talents*» (professional quality of the employee)

• “embauche immédiate, diplôme rapidement validé...” - «*immediate recruitment, quickly certified diploma ...*» [10].

The narrator shares his own experience of changing profession, setting out his subjective opinion, which allows him to use emotionally colored vocabulary, which makes the article more attractive to the reader. This richness of artistic style figures allows the reader to sympathize with the author's experience and, perhaps, inspires him to make such decisions as a career change.

As an example, let us cite another article under the heading “Allemagne: la réforme des petites retraites suscite un vif débat”, which considers the problem of introducing pensions for the poor in Germany. In the text of the article, we also find examples of the use of emotionally colored lexemes and figures of speech:

• “Mais l’Union démocrate-chrétienne se montre sceptique.” - «*But the Christian Democratic Union is skeptical*»

• “...la réforme suscite un vif débat.” - «*...reform is hotly debated*». [11]

However, the emotionally colored lexemes found in the text of this article are rather neutral, “muted”, do not cause a vivid emotional reaction in most readers. It is important to note that the article is published in the section “Monde” (“World”) and covers the wider socio-economic problem of the country, rather than the individual positive experience of the worker. Thus, it can be assumed that if the article deals with a public economic problem, the information is provided dry enough to allow the reader to form his own opinion about the problem or to carefully form his opinion using soft emotionally colored lexemes.

Articles by another business publication, La Tribune, are also of interest. The article published under the heading “*Quand la Chine tousse, le monde s’enrhume*” (“*When China has a cough, the world has a runny nose*” [12]) highlights the negative impact of the spread of coronavirus infection on international trade and economic development both in the PRC and all over the world.

The author of the article immediately sets the tone by using negatively colored lexemes and a metaphor in the title. The bright name is a characteristic feature of the journalistic style. In this case, it not only attracts the reader's attention, but also inspires him with negative emotions. The vocabulary used in the text of the article supports the tone given by the title:

• “Le gouvernement chinois se trouve face à un sérieux dilemme...” - «*Chinese government faces serious dilemma ...*»

• “...la bataille contre l’épidémie...” - «*...fight against the epidemic...*».

These lexemes make the reader feel the tension that is being felt around the world in relation to the spread of the coronavirus in China. The article also traces the connection of

this problem with the economy, shows the negative impact and uncertainty of the further development of the world economy and the economy of the PRC:

- “...évaluer son impact économique” - «...assess its impact on the economy»
- “2020 sera une année de survie et de remaniement pour les entreprises présentes sur le marché chinois” - «2020 will be the year of the preservation and reorganization of Chinese market companies».

Thus, the analyzed article clearly shows the negative tone with which the reader is presented with information. Here the influence exerted on the reader by means of bright emotionally colored lexemes is clearly traced. The most pronounced emotions are uncertainty, anxiety, which the author makes the reader feel. It can be concluded that such articles rather perform the function of emotional impact (propaganda) on the reader.

It is also important to note the subject of the article - the spread of the coronavirus. It is a global social problem that affects all spheres of life, including international economics and politics. In addition, this is a hot topic that has not yet been exhausted by the press. These factors can cause a large number of bright emotionally colored lexemes in articles.

As the analysis shows, one can often find articles where the informational part written in a formal business style is in the foreground and plays a major role in setting the tone. Here's an example: “En 2019, les actionnaires n'ont jamais été autant gâtés, la France toujours championne en Europe” (“*Shareholders have never been as spoiled as in 2019. France remains champion in Europe*”) [13]. As we can see, the information contained in the title carries the greatest emotional load, elements of the journalistic style are used (bright name, figures of speech, exaggeration).

In the very text of the article, the official business style prevails over the journalistic one: the language is mostly neutral, emotionally colored lexemes are found only in the title:

- “...atteint en 2019 un nouveau record de 1.430 milliards” - «...In 2019, a new record of 1.430 billion was reached.»
- “les dividendes ont progressé de 4,6%” - «dividends rose by 4.6%».

At the same time, there is a positive impact on the reader.

This text demonstrates an interesting phenomenon inherent for the modern French business press: official-business style prevails over journalistic. The article under consideration was published under the Entreprises&Finance heading (“Companies and Finance”). Analysis of articles from these headings made it possible to conclude that the texts covering the recent events of the economy, news about enterprises and companies have a more neutral tone compared to articles on socio-political, socio-economic, as well as other global topics.

5 Discussion

To implement a comprehensive analysis of the business discourse from the point of view of the verbal manifestation of emotions and determine their role in the implementation of pragmatic philosophy, characteristic of this type of discourse, a comprehensive analysis was carried out using the examples, including about 60 articles of business orientation [14]. As a result of the study, it was found that newspaper headlines containing emotional-colored vocabulary more efficiently perform informing and impact functions compared to neutral headlines, since they have greater dynamism and informative. Basically, emotions expressed in the French business press can be divided into 2 groups: “Emotions expressing comfort” (confidence, contentment, safety sensation) and “Emotions expressing discomfort” (anxiety, tension, fear).

The aggregate and various degree of correlation of titles containing emotional-colored vocabulary with text of articles increase the effectiveness of the material presentation.

Practical value is the possibility of widespread use of the material and conclusions of the study in the teaching of the modern French language in high school, namely: in the courses of the “Stylistics of French”, “Theoretical Grammar of the French Language”, “Practice of Oral and Written Speech”, “Comparative Tyology”, as well as in translation, science of translation, editorial work, activities of journalists.

6 Conclusion

This article has shown that in modern French business discourse, the effectiveness of the impact on the addressee is determined by the degree of its emotional involvement in the communication process. Through the creation of a certain emotional attitude, the authors of journalistic business texts seek to realize their main tasks - to influence the reader, as well as submit the material in the most sensational form in order to attract more readers. The quality and number of emotional-colored units depends on the section to which one or another refers. For example, socio-economic articles, interviews, articles covering global problems will be more emotionally colored, rather than articles from the “Entreprises” heading (“Companies”), where close to the neutral unit are used, which provides the reader with the ability to independently form a relation to the content of the article, as well as experience a unique emotional reaction.

The study once again indicates the ability of emotions to influence the consciousness of the recipient in a hidden and veiled way. In the future, the material, methods and results of the study of emotions in business discourse can be used to further develop the theory of emotiveness, theory of speech impact, as well as when considering various types of discourse on the basis of other languages and cultures.

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