

The Necessity of Learning the Russian Language as a Means of Business Communication

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Abstract

The article discusses the content of the course “Business Russian Language”, which currently provides for the development of the communicative language, skills and abilities not only for businesspersons but also all people interested in business communication. This is due to the need to teach the Russian language as a means of successful business communication. This involves learning flexible verbal behavior, which is the foundation of successful communication.

Keywords: content of teaching, knowledge, purpose of teaching, Russian as a foreign language, Russian in business communication, skills, speech material, successful communication

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Introduction

In recent years, the teaching of the Russian language as a foreign language has been actualizing the teaching of the Russian language as a means of business communication.

The development of teaching the Russian language as a business language and the creation of an appropriate training system is dictated by the interest of society, since the scope of the use of the Russian language is constantly expanding. This is also due to the ever-increasing contingent of foreign citizens interested in learning Russian as a language of business communication. This category of students includes professional businessmen, lawyers - employees of foreign companies that provide legal support to the activities of foreign and Russian organizations, employees of various departments of embassies, representatives of government agencies of foreign countries, expert economists, employees of numerous foundations and charitable organizations in the field of tourism, etc.

It is worth noting that in scientific research on linguistic and methodological problems related to business communication, in textbooks on foreign languages and Russian as a foreign language, business communication is most often considered as communication in the field of commerce. Moreover, the word “business” is used as a synonym for the word “commerce”. At the same time, in the English language this word has several meanings, and the first meaning is usually given to “deed, lesson”. It seems that the term “business communication” should be correlated with business in the broad sense of the word and the professional activity.

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It is noteworthy that the teaching of the Russian language as a means of business communication is carried out not only for graduates in courses and language centers but also as part of the curriculum of educational institutions. Currently, there are not enough textbooks in the field of business communication. In this regard, with the support of the International Black Sea University, in 2013 the textbook "Business Russian" by G. Diasamidze and Kh. Tabatadze was published.

The textbook was published with the aim of forming the communicative competence of foreign students necessary for solving problems of a real business nature. As material for this training manual, texts from the media and specialized publications, television broadcast materials were used; texts of advertising booklets, catalogs, press releases; texts of various official business papers (business letters, letterheads, faxes, etc.); texts from textbooks and teaching aids addressed to the contingent of students (textbooks on management, marketing, psychology and ethics of business communication, etc.).

A rather important point is that when compiling the textbook, not only the teaching experience itself was used but also the generalized experience of colleagues, both Georgian and foreign, working in the field of teaching RCTs was taken into account.

The main purpose of the training manual is to form the foreign students' communicative competency, necessary and sufficient to adequately address the problems of real business interaction in Russian as well as identification of the level of students' knowledge of the Russian language as a means of business communication.

A rather important fact is that from the side of foreign citizens there is a need to study business communication that arises in the process of real business interaction in different areas of communication. A system of levels of proficiency in the Russian language as a means of business communication has also been developed and theoretically justified.

Literary language operates in two varieties - book and spoken. Business style, along with scientific, artistic, journalistic and religious, is a book variety. Another variety is represented by the conversational style. The functional styles of the literary language are used both in written and oral form, and, therefore, both written and oral genres stand out in them. In recent decades, the use of spoken language has expanded (Duskaeva & Protopopova, 2012).

Research Methodology

Teaching the Russian language as a means of business communication is a teaching of stylistically differentiated speech. The official business style serves the writing of business communication and oral business speech is related to this style, and on the other, to colloquial speech. In this regard, the selection and organization of the content of training should be made taking into account the sociolinguistic and linguistic proper features of these functional subsystems of the modern Russian language.

One of the primary methodological problems associated with the construction of a system for teaching Russian as a foreign language is to identify areas of communication that are relevant for a particular student population. The determination of the content of training. That is, the answer to the most important question of the methodology - "What to teach?" - depends on the solution of this problem.

At present, it is customary to speak teaching grammatical, lexical, and other means of communication rather than studying grammar, vocabulary, etc. while the ultimate goal of the learning process is defined as the ability to communicate in a language. Communication, therefore, involves the flexibility of speech behavior, the ability to vary the means of the language depending on the speech situation.

Communication efficiency is especially important for business communication, where commercial success depends on the outcome of negotiations. However, today the pragmatic component in training courses on business Russian for foreign students is limited to learning to implement the most typical business communication intentions, while not taking into account the possibility of varying speech actions depending on the pragmatic attitudes of the subject of speech (regulation of communication distance, emotional background, etc.).

The urgent question is what kind of concepts students should be introduced to. The main criterion here is the compliance of the terminology vocabulary of the training course with the communicative needs of foreign students in the professional field of communication. Naturally, people working in commercial structures carry out various duties, their speech practice varies. Thus, it is necessary to clearly imagine who the textbook is addressed to, what are the future professional tasks of students, and depending on this, select those realities of commercial activity with which students should be introduced. The issue of knowledge in the subject area is solved in different ways. Often, the authors of training manuals on business Russian, trying, especially at the advanced stage of training, to give students a fairly complete picture of the activities of various firms, introduce a large number of terms (leasing, forfeiting, futures, quotas, anti-dumping procedures, broker, commission agent, etc.). The volume of the vocabulary of the training course is thus determined by the authors' ideas about the communicative needs of students and their capabilities (level of knowledge of the Russian language).

As you know, the official business style is characterized by standardization. The standard design of the document facilitates its compilation and its perception. Therefore, students are usually presented with samples of text documents – one sample for each type of document. For example, when applying for a job, the applicant will be asked to fill out a questionnaire. The questionnaire contains questions that allow you to evaluate the employee in terms of personal specifications (that is, describe what qualities a person must have in order to successfully complete the work entrusted to him). Of course, it does not make sense to draw up a questionnaire for each position, so the company usually has a sample universal questionnaire for the applicant for all categories of employees (Pozdnyakov & Khamurkoparan, 2015). However, the composition of the text of the document and its language content can vary. This applies primarily to business correspondence.

Results of Analysis

These changes in the content of the business Russian language course are a prerequisite for the formation of the ability of foreign students to have flexible speech behavior, which determines success in communication.

So where does a “successful company” begin?

It:

- collective;
- experienced management;
- the right goal;
- motivation;
- luck;
- financial stability;
- field of activity.

Each topic in the manuals begins with questions for a small discussion. To call students for a conversation, some topics provide answers to questions from specialists from various fields of business: sales, advertising, manufacturing, tourism, education and others. It looks like short fragments of an interview. It is important for us to encourage the student to actively participate in the lecture. We listen and read the answers. Students remember and recognize thematic vocabulary and are already boldly expressing their opinions. So students from the first minutes of class can feel that they can already say something in Russian, and their confidence is growing. Next, there is an active dictionary on the topic of the lesson with tasks for memorizing new words and phrases. Further "Grammar" - theory and tasks, then "Dialogues", "Text".

In the textbook "Business Russian" by G. Diasamidze and Kh. Tabatadze, (level B1-B2) there are materials, examples, and assignments for working out topics such as "Talking on the phone," "Behavior during a meeting", "Plan for hosting a business partner", etc. To study business Russian (B1), there are several lessons in which the skill of writing various kinds of business letters is practiced. For example, writing a letter of thanks, motivation letter, autobiography, resume, etc.

To give lectures on business Russian, of course, can be difficult. The most difficult area is jurisprudence. But even after compiling a similar course, we can say that teaching business Russian is always very interesting.

But is it possible to teach a foreigner business communication in Russian from scratch?

Both scholars-philologists and teachers-practitioners often express opposite points of view. "Some scientists consider it unacceptable to start learning business communication before a student has mastered the so-called basic course of the Russian language, which provides the necessary basis for subsequent mastery of the Russian language for special purposes. Other methodologists consider it possible and appropriate to create a basic course that is entirely based on the realities of business communication" (Klobukova & Mikhalkina, 1998).

Many well-known textbooks on Business Russian (Business Russian) suggest that the student has already mastered at least basic knowledge of the Russian language. For example, a series of textbooks by Lyudmila Kotane "Russian for Business Communication" (Russian for Business) at level A2, B1, B2, "Business trip to Russia" (B1-B2, authors: V.K. Lebedev, E.N. Petukhova). There are textbooks in which vocabulary and speech models necessary in business communication are introduced at the elementary level (A1), literally from scratch. This, for example, "An initial course of the Russian language for business communication" (authors: T.V. Kozlova, I.V. Kurlova, M.V. Kulgavchuk).

Conclusion

Accordingly, proficiency in the Russian language in the volume of the second certification level (B2) indicates a sufficiently high level of communicative competence in all areas of communication. This level allows a foreigner to conduct professional activities in Russian if you:

- Businessman, work for the company and have business contacts with Russian partners;
- An employee of foreign trade organizations for which work requires knowledge of the Russian language;
- Specialist or manager of the middle and top management of the company;
- study at a higher educational institution and are ready to connect your future career with the Russian language in the field of business.

Since 2007, certification groups in elementary, basic and business Russian have been opened at the International Black Sea University. In them, not only students, but also university lecturers, as well as everyone who wants to improve their knowledge of the language at a specific level, actively recorded in the audience. At the end of the course, students took an exam. They were issued a certificate of the appropriate level. In addition, we can say from our own experience that you should not be afraid to agree to new groups of students in business Russian. After all, our study guide has helped to achieve excellent results for many students in this area.

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