

**NONVERBAL MEANS OF COMMUNICATION IN THE BUSINESS DISCOURSE
IN ASPECT OF CROSS-CULTURAL COMMUNICATION****Lee V. S.**

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It is known that the term "discourse" which is widely used in modern branches of humanitarian knowledge is understood ambiguously even within one science, in particular, in linguistics in which the doctrine about a discourse was created in an independent paradigm of scientific knowledge. Thus allocate broader and narrower approaches to understanding of this phenomenon. In a broad sense the discourse is the communicative event occurring between speaking, listening (the observer, etc.) in the course of communicative action in a certain temporary, spatial context. This communicative action can be speech, oral or written, have verbal and nonverbal forms of expression, emotionally and in expressive way painted or neutral, to serve all spheres of life or to function in strictly limited event and thematically professional space.

Also the issue of a discourse typology is ambiguously resolved. So, in one cases the genre and stylistic criterion, in others – a form of communicative activity, in the third – a functional and pragmatic orientation of communication, etc. (see about it is used ([1], [2], [3], etc.). The business discourse is usually allocated within a so-called institutional discourse [4].

The institutional discourse represents communication in the set framework of the status and role relations. In modern society there are following types of an institutional discourse which received a certain research assessment: political, diplomatic, administrative, legal, military, pedagogical, religious, mystical, medical, business, advertizing, sports, scientific, scenic and mass and information.

The institutional discourse is allocated on the basis of two backbone signs: purposes and participants of communication. Taking into account these signs it is necessary to consider a business discourse as a special type of communicative activity with the especially pragmatical purposes and special structure of participants of communication. In it, as well as in any type of a discourse, it is accepted to allocate some genres (see [5]).

Taking into account many aspects of the studied phenomenon, it is possible to say that the business discourse is a system of the usual and standard genres actual in communication of experts in the field of management, marketing, economy, trade, business, etc. This discourse is reduced to the examples of verbal and nonverbal behavior which developed in society in relation to the spheres of professional communication assigned to economists. It is also necessary to consider that in a business discourse the national and cultural aspect which ignoring often leads to communicative failures, sometimes – to the communicative conflict is represented very essential.