

LINGUISTICS

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Pragmatic (target) factor as one of the fundamental factors in teaching business discourse to foreign students

The paper gives grounds for the importance of pragmatic constituent of business communication, the realization of which in the process of teaching of Business Russian is essential for achievement of communication and outer communication goals. Such teaching is analyzed from the viewpoint of activity functional-pragmatic approach that can be called discursive because the teaching to foreign students is aimed at acquisition of speech perception and speech production in Business Russian discourses of various genres. All this is updated on the basis of one of the genres of oral Business Russian discourses – a conference, and on implementation of the pragmatic factor in the teaching process. This kind of teaching allows to fill the texts with a new context-oriented content; due to this they are able to model the professional (business) communication i.e. update the extralinguistic content of communication – real situations and formats of communication, real participants of communication in their interaction.

Key words: communication, pragmatics, Business Russian teaching, discourse, activity approach.

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