

PHILOLOGY

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Concept "Cover Letter" in the modern network English business discourse

It presents an analysis of the concept "cover letter" in the modern network English-language business discourse. The relevance of the research is associated with the process of the business interaction patterns changing, the reason for which is the approval of various options for digital communication. The terms "discourse" and "concept" are defined within the framework of a cognitive approach that links the specifics of text generation with the features of building the mental world. As a result of the study of authentic article recommendations for writing cover letters in the English-language segment of the Internet, the methods of verbalization of the cover letter concept were identified, its core and periphery were determined. It is established that the resume and cover letter, which make up a single job application package in the official-business discourse, are currently developing as competing forms of self-presentation.

Key words: English-language network business discourse, concept, conceptual analysis, cover letter, resume.

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