

## THE ROLE OF TEXT GENRES OFFER AND AUTHORISATION/APPROVAL IN MANAGEMENT COMMUNICATION

UDC 811:65.012.4  
Review

Suzana Jurin

Received 13 July 2011  
Revised 10 October 2011  
27 November 2011

### Abstract

The purpose of this paper is to present and analyse text genres *offer* and *authorisation/approval* as unilateral text types that are mostly used for communication purposes in tourism and hospitality management. This analysis will show a specific communication model of management. The paper starts with an introduction that leads to argumentation of text within LSP and discusses the text as a tool in management of tourism and hospitality corporations and corporations in general. Further, this paper gives shortly the methodology of corpus description and classification of commissives. Unilateral commissives, their function and definition is discussed, and afterwards follows the analysis of text genre *offer and authorisation/approval* used in corporations and companies. The conclusion gives the main characteristics of unilateral text genres in corporative communication and also gives characteristics of communication models used by management. The corpus for this study includes examples of texts which are used for communication purposes in corporations. Text genres *offer and authorisation/approval* are characterized as unilateral text subtypes. This paper provides a linguistic analysis of the text and text genres. Every text will be analysed within three levels. Text genres are crucial for gaining success in corporate communication. Depending from the type of corporate ideology and philosophy, text genres offer and authorisation/approval show characteristics on the micro and macro structural level, they show specific vocabulary, grammatical structures and syntax in communication. Communicative function and implementation of communication in written discourse is discussed in this paper. Available sources and references on this topic are based on text linguistics and analysis of general text genres. However, little has been published and no research of text genres used in corporations (as specialized text genres) has been conducted in Croatian so far.

**Keywords:** Management of companies and corporations, management in tourism and hospitality, specific communication models of corporation management and tourism and hospitality management, text genres, text types, unilateral commissives

### INTRODUCTION

This paper analyses text genres *offer and authorisation/approval* belonging to commissive text types which are used in management for communication purposes and for attaining objectives in multinational corporations and tourism corporations. The assumption is made that every interaction that drives things, actions, processes and people in the corporation can be interpreted as communication which is realised by means of linguistic and non-linguistic signs and which serves as means of message transfer. An interaction, in which linguistic symbols are used respectively, is called

linguistic communication. Communication takes place in the form of a communication act which can be described as a communication event in a specific situation, unfolding between at least two communication participants, the sender and the recipient of a message (whereas a message is any content or information that is the subject of interaction). Communication starts with a signal initiated from the sender and ends with the reception of the signal by the recipient. Various means and ways can be used for and in communication. The text is only one of the means.

The corpus for this study includes examples of texts which are used for communication purposes and organizational processes of achieving goals in middle and top management of the corporations FALKENSTEINER HOTELS AND RESIDENCES-FALKENSTEINER CLUB FUNIMATION Borik-Croatia, the multinational corporation INA Naftaplin d.d. Croatia, the Croatian Gas Association (HSUP), the company INTEGRA and the Croatian Chamber of Economy-County Chamber Rijeka (HGK-ŽKR). Therefore, an analysis of communication within companies, corporations and institutions, abbreviated as CCI (or CC which stands for corporations and companies), is conducted in this paper.

The corpus includes texts which are used as a communication tool. Such texts are notices, requests, reminders, reports, calendars, greeting cards, payment orders, contracts, etc. The corpus includes 1157 text samples. For research purposes, 240 texts of the commissive type have been selected from this abundant corpus containing various text genres.

This paper analyses communication by means of unilateral text types- text genres *offer and authorisation/approval*, as well as the role and function of unilaterals for attaining objectives of a particular corporation.

## **1. TEXT WITHIN LSP AS A COMMUNICATION TOOL IN MANAGEMENT**

As has already been mentioned in the introduction of this paper, the role of texts and text genres is that of a tool used by the management of any modern corporation for achieving goals in accordance with the particular corporate ideology.

It is very important to see in which ways such a text is understood and used in management; i.e. in which genre of communication such texts are used. Therefore, the vertical aspect of communication (top-down or bottom-up communication between different levels of management) or the asymmetric aspect (between differently hierarchically positioned managers at the same level of management), horizontal (among differently positioned managers of the same management level), horizontal, (same management level) or symmetrical aspects of communication (between hierarchically equally positioned managers of one hierarchical level) are being looked into in this paper. The aspects of interprofessional, intraprofessional and extraprofessional<sup>i</sup> communication are taken into consideration as well as the aspects of internal and external communication.<sup>ii</sup> All these aspects of LSP communication appear in the corpus of this work.

An analysis of communication methods and genres found in the corpus has shown linguistic idiosyncrasies in the vocabulary and syntax of various text genres used by the CCI.

The communication model is determined by taking into account all these aspects of communication in management, focusing on the sender, message transfer and the recipient. The communicational function of text genres in management is to unite organized activities, whereby such activities become a part of the social system. Communication in management using text genres is a mean of modifying behaviour, implementing change, raising productivity and achieving goals (Jurin 2009, 22-23 as per Barnard 1999, 378).

In addition, it should be noted that this paper analyses texts<sup>iii</sup> which according to their micro and macro structural features belong to languages for special purposes, as well as texts, which according to their micro and macro structural characteristics belong to general language, but only with respect to their function within LSP. Such texts are classified as specialized texts.

### **1. 1. Specialized texts and their features**

Communication which is realised by means of texts is classified in this paper as communication for special purposes. However, specialized communication is not only realised by means of specialized texts, but also using general language texts. Due to the function of specialized texts and the presence of specialized vocabulary in such texts, the author of this paper believes that few lines should be devoted to the specialized text.

Specialized texts deal with a terminologically defined specific subject (area, fact). In order for a person to understand such a text, he/she needs to have some knowledge about the area. Otherwise such a text is quite incomprehensible to a layman, since it is implicitly or explicitly linked to the knowledge of a profession and the vocabulary used in the same area of expertise (Hoffmann 1988, 233-235).

Specialized texts (as well as general ones) differ by function and content by exhibiting same or similar features within their text genre. Specialized texts are associated with a communicational situation in a particular profession. Content and structure of specialized texts and adequate usage of language resources in formulating and expressing content structure reflect the communicational function of such texts within the same profession.

In addition, specialized texts are also determined by the interlocutors' position, directed towards his/her communicational and broader environment (including internal and external environment), his/her participation in specific communicational situations, as well as his/her communication strategy and intention.

Furthermore, a specialized text is determined by formal communication constrains (internal or external), the subject and content of communication (since one and the same content of communication can be interpreted in different ways according to the

communication intention which can be informative, evaluative or directive) and availability and adequateness of lexical and grammatical means.

## **1.2. Specialized text genres as a communication tool in CCI**

If we consider text genres as elements that carry out communication within a particular profession, then we are analysing them as classes of specialized texts.

Specialized text genres (Hoffmann 1990,11) belong to a special class of texts. Production and reception of such texts require general mundane knowledge as well as additional specialized knowledge. Therefore, the analysis of specialized text genres cannot include linguistic means only, but also the frequency of occurrence of such means (Hoffmann 1988,133).

An analysis of specialized text genres must include features of such texts. In other words, we must look at their structural descriptions, i.e. the internal and external-text-features that are at the same time their main features.

The text is only a theoretical construct (Ivanetić 2003,6) that is organized according to text genre and can only be perceived as such. Furthermore, the text is any entity that can be assigned to some text genre. Text genres are links between cognitive, communicative and active aspects. They are one method of social practice. Text genres also represent models that facilitate participants' orientation in a particular communicational situation.

Text genres cannot be clearly separated from non-specialized texts (Hoffmann 1999,478-480), if we take their distinctive features into consideration. The differentiation of text function is rather subjective. The macrostructure of the text still remains a very important feature, and it is manifested in the subject of the text as well as its function. The function of the text is what allows a rough classification.

Communicative function and implementation of communication in written discourse is discussed in this paper. Available sources and references on this topic are based on German linguistics, (e.g., Arnold 1973, Brandt 1983, Engel 1988, Bock 1991, Bolten, 1991, Hundt 1995 and others), LSP and text linguistics. However, little has been published and no research of text genres used in corporations has been conducted in Croatian so far.

In order to be able to understand the role and importance of text genre for communication purposes in corporations, we must take the function of each text genre as a starting point. This offers a classification of text genres: assertives, directives, commissives, expressives and declaratives.

The question is: what is the role of the unilateral text genres in the communication process of a corporation? Which features do such texts exhibit on the micro and macro structural level?

## **2. METHODOLOGY OF CORPUS DESCRIPTION**

The most important parameter for the classification of text genres into commissive text types that are used in CCI communication is the text genre function. Text genres in this paper are classified as commissives according to Brinker's classification (2002,39-43) of texts into text types<sup>iv</sup>, which includes five text genres; informative, appellative, obligative, contactive and declarative<sup>v</sup>. This paper takes over Searle's terminology, but classifies text genres from the corpus according to Brinker's classification into commissives<sup>vi</sup>.

## **3. CLASSIFICATION AND ANALYSIS OF COMMISSIVES**

### **3.1. The function and definition of unilateral commissives**

Commissives belong to text genre with an illocutionary function. This means that they compel the sender to perform or not to perform a particular activity (attain objective or realise profit) in the corporation. Communication is directed here from the world towards particular words. The senders attitude expresses his intention to perform a particular activity (Ivanetić 2003,73).

By using commissive text genres, the sender is committed to perform an activity, to fulfil a promise. Brinker (1985,64-109) states that commissives must primarily act bindingly, where the sender agrees to perform an action, and well normatively, where the sender agrees that he, in extra-linguistic reality, will act in accordance with the standards. Commissives serve as peacemaking coordination between different spheres of interest (Methfessel 1977,534) as well as legal norms and the establishment of order through self-determination of the communicator in the free zone (this definition specifically refers to the prototypical commissive text, which is the contract). According to the direction of obligation in text genres we distinguish (Ivanetić 2003,73) unilateral commissives or obligatives (in this corpus they appear as the text genre offer used as a communication means in the corporation INA, the company INTEGRA and the corporation FALKENSTEINER HOTELS AND RESIDENCES-FALKENSTEINER CLUB FUNIMATION Borik Croatia, as well as text genre authorisation/approval in INA). Unilateral commissives or obligatives are text subtypes where the communicator takes an obligation towards the other communication participant (Ivanetić 2003,73).

Text genres such as bank warranty, offer, permit/licence for performing work or realisation of business and credit, contract, tariff contract are prototypical text genres with a commissive function.

In text linguistics theory, commissive prototype is a contract which is very important for the function of the corporation. It may be interstate, inter-social, interpersonal, inter-corporational (Rolf 1993,270), since it regulates a variety of business and financial relations. Contracts are linguistically explicit and their role in corporations and institutions can be reduced to binding their communication partners to the models of behaviour which have been stipulated in the contract.

Since the aim of the corporation or a company is to conduct business, to manage business and achieve profit, there is a need for constant communication, message transfer, correspondence, exchange and processing of information.

Based upon these criteria, we can conclude that main features of text genres in the business communication are schematization and standardisation (Hundt 200,643), thereby referring to text genres such as delivery notes, account or bank statement. Differences in the structure of these text are rather small, and the standard, forgiven pattern of text is used in such cases, as well as linguistic means. Therefore, unilateral text genres are found very often in business communication.

### **3.2. Unilateral commissives or obligatives**

Text forms used with obligative functions in Croatian language are (Ivanetić 2003,73) : permit/licence, offer and others. This study represents offer and authorisation/approval only, as text genres with obligative function in corporate and institutional management.

Texts encountered in the corpus referring to HGK-ŽKR do not provide one single example of texts with obligative function. The reason is the very nature of HGK-ŽKR which does not need to communicate with public in obligatives, having in mind that the corpus used consists of texts through which HGK-ŽKR organizes and implements activities related to management education.

The only text genres with obligative function in communication of INA and HSUP are offer (32 examples) and approval (12 examples). Offer texts in this case are also not prototypical, since the medium of communication is e-mail, therefore, it is assumed that the texts have been adapted to e-mail correspondence. Intraprofessional horizontal communication is implemented in communication with the public as well as communication of the public with INA. INTEGRA's communication offers only one genre of text with obligative function: offer (27 examples). All the texts found in the corpus confirmed that they are used in intraprofessional, internal and external communication. FALKENSTEINER HOTELS AND RESIDENCES-FALKENSTEINER CLUB FUNIMATION's communication offers also only one genre of text with obligative function, and that is offer (15 examples). All analyzed texts confirm that they are used in interprofessional, horizontal and external communication.

#### **3.2.1. Text genre: offer**

Offer is classified as obligative for the following reasons (Hoffmann 1998,538):

1. there are two interlocutors, whereby the sender provides the recipient with services and products,
2. primary communicative intention of the offer is to bind the recipient to cooperation,
3. fundamental communication process of an offer is presentation and commitment to collaboration,

4. communicational situation using the offer is to offer products and services, hoping that they would be accepted and that the recipient will be obliged to implement the same,
5. subject of communication is the presentation of products and services and thus presentation of the corporation.

Through offer in communication of INA and HSUP the sender presents a product, service, project, process, etc., to the recipient with basic information on objects offered, at the same time signalling quality, good price and forehand delivery.

Therefore, after the introductory routine formulas, the subject of the offer is presented, and that first section, which lists important information about the product or service, bears informative function.

Afterwards, obligative statement is used, which on a linguistic level is characterized by relatively short sentences (Hoffmann 1998,538), often dependent or independent clauses, sometimes conditional sentences; and explicit verb formulations also occur in large numbers, what this corpus can acknowledge, for example: *we can offer, we have, we present, offer, manufacture, print, etc.* To state this, the following examples are found:

or

... *We can promote you as a foreign media partner....,*  
... *We also offer a video presentation that will be located in the ante chamber and where you can present your video material ...*  
etc.

Formulations with verbs *to promote, present, give, offer, etc.* express the sender's obligation to realise the subject of the proposal. This is the central part of the text. Salutation as the final formulation is short as it is common in e-mail correspondence. Communication through text offers in INA takes place horizontally and vertically, as well as symmetrically and sometimes asymmetrically. Also INA's offers have never been targeted from top management to lower structures, but symmetrically, at the level of middle management and horizontally.

INTEGRA, as well as INA, communicates their offer to the public, although unlike INA, there are no offers directed from the public towards INTEGRA, so here we are talking about communication from top to bottom, asymmetric and vertical, intraprofessional.

In INTEGRA, as pointed out at the beginning of the analysis of this paper, all communication goes from the managers to the public, due to structured hierarchy of the company. Routine formulation is aimed at addressing the interest group of the recipients, i.e. the translators, as noted in the formulation of the addressing.

Afterwards, the sender usually refers to a seminar that has already been held, as opposed to INA which does not mention these formulations. So, statement focuses on the past, evoking the success of previous seminars, e.g.:

...*Dear translators, after a splendid and jubilee 100<sup>th</sup> course U7 (perfect 10), we continue with IT IN14 Translation with the help of TRADOS translation memory-training....,*  
or  
...*Once we have learned a lot at the course E21 we can successfully proceed with further... etc.*

Purpose of this informational statement is self-promotion, through formulations such as *the splendid course, perfect 10, a successful course etc.*

Self-promotion aims to relieving the recipient of the cognitive space for reflection on the quality and knowledge gained through the participation at the previous course, and to prepare him to attend a new one that would offer even greater amount of knowledge and quality.

Such statements are the subject of the offer and they introduce the central part of the text and offer the following seminars or round tables.

These transient formulations towards a statement with purely obligative function can include:

...*We believe it is absolutely necessary to raise the level of quality and productivity of translators, therefore ,we recommend a seminar called ...etc.*

The statement then turns to the future and thus offers a new seminar. This is expressed by formulations such as:

...*So this is a special offer ...,*  
or  
...*That's why we have an excellent opportunity for you to ... etc.*

On the linguistic level phrases such as *special offers, great offers, special occasions,* etc. frequently occur. Such sintagms wish to emphasize uniqueness and quality of the seminars being offered.

Also, the intention is to show the recipients that the organized event is not for everyone, meaning that the recipients have a privileged, special relationship with INTEGRA, and that INTEGRA for them only, and only because they were involved in a number of seminars previously, has this special and very favourable offer. Aim of the sender is to make the recipient feel special and to pay for a new seminar.

This is followed by a statement of the specific content of the offer, and it is the central part of the text, e.g.:

...*Everyone who, before 8/4/2008 (inclusive) and the IN14 seminar, orders an SDL Freelance (price 690 Euro + VAT or any other SDL package) is given a 50% discount per package on registration fee for the seminar IN14. So, registration fee is not 980,00 kn + VAT but 490.00 + VAT,... etc.*

The purpose of this statement is to commit themselves to giving discounts in case of purchasing a product or a similar condition when you sign up for participation in education. However, we see that implicit conditional relationship appears in these statements that indicate the directive function of statements, i.e. *if you buy ... then you have a discount...*

At the linguistic and stylistic level, this text consists mainly of dependant and explicit non-dependant clauses of final or conditional genre. Use of words and phrases from the translation profession, e.g.: *translators, translation memory, translational tools, IT tools* etc. is evident at lexical level.

Use of abbreviations and acronyms (such as *TRADOS and IT* etc.), as well as use of anglicisms, e.g. *freelance*, is also frequent. Use of technical phrases, abbreviations and anglicisms creates an effect of greater text expertise and competence of the sender. Prevailing style of the text is administrative-business.

Concluding formulations routinely deal with the signature of the manager.

In FALKENSTEINER's communication we have the similar situation as in INTEGRA's communication. Therefore all communication goes from the managers to the public, due to structured hierarchy of the company too.

Routine formulation address the interest group of the recipients, i.e. the consumers of services, as noted in the formulation of the addressing. Or some examples of texts are without these routine formulations.

Afterwards, the sender usually offers some services to customers (clients, tourists) opposed to INA and INTEGRA which do not mention these formulations. So, statement focuses on the future, evoking the possible joy of consuming the offer at the beautiful Adriatic coast near Zadar, e.g.: ...

...*Dear Guests, come and join us at the most beautiful part of the Croatian coast, the see with thousand islands... etc.,*

or

...*Dear Clients, enjoy the nature park of the Kornati islands and Krka waterfalls, sun and wind...etc.*

Purpose of this statement is self-promotion, and it is realised through formulations such as *the splendid coast, beautiful islands, peace and tranquility, beautiful old town Zadar* etc.

Self-promotion aims to relieving the recipient of the cognitive space for reflection on the beauty and quality gained through descriptive and colourful pictures of beautiful nature like *islands, blue see, green waterfalls* and to prepare the tourists or clients to visit Falkensteiner resorts.

Such statements are the subject of the offer and introductory part, and they introduce the central part of the text and offer following tourism and hospitality services in a sentence with obligative function:



### ***Characteristics of text genre offer used in analysed CC***

The text genre offer serves the communication of INA, HSUP, INTEGRA and FALKENSTEINER HOTELS AND RESIDENCES, Falkensteiner Club Funimation Borik, and they all show the same macro structural elements:

INTRODUCTION-	Header Addressing (neutral, to a person or target group) (Reference to a past event)
CENTRAL PART	Description of the offer Advertising
CONCLUSION	Salutation (optional) Signature (optional)

On the lexical level, offer is presented in the middle section, in the segment of description of the offer confirmed by repeating the phrase from the field of sales, supply and services, for example: *great offer, special offer, unique opportunity*, etc. The use of abbreviations and numbers is common.

In addition, phrases from language of science, field of oil and gas technology (in INA and HSUP), translation profession (in INTEGRA) and tourism and hospitality (in FALKENSTEINER HOTELS AND RESIDENCES) are used.

Use of explicit non-dependant, dependant clauses and conditional sentences was confirmed on the syntactic level in the central part of the text, in the segment of contents description.

#### ***3.2.2. Text genre: authorisation/approval***

Authorisation/approval is one of the unilateral commissives because:

1. there is a sender who grants the recipient with the requested products or services, funding, etc.,
2. primary communicative purpose of authorisation is to oblige the sender to grant the requests of the recipient,
3. fundamental communication process is commitment to the implementation of some actions,
4. communication situation using the authorisation is to receive the demanded and bind the sender to the execution of the required,
5. communication subject is the approval of the required, in favour of the recipient on basis of which the business can be successfully realised.

Text genre authorisation/approval is found only in corporative communication of INA. In INA's communication, authorisation is a response to a request for approval, (which can be described in the genre of the directives).

At a communication-pragmatic level, this text has the function to approve the request of the recipient, i.e. allow the recipients to enforce an action or use certain items or services. This is an example of internal, vertical and top-to-bottom communication.

Introductory formula of this text begins with a routine neutral formulation ... *Respected* ... then follows the text subject, for example:

- ...*Subject: Permission to use the hall .....*,
- or ...*Subject: Approval for the purchase of books/technical literature...*,
- or ...*Subject: Approval of travel expenses payment for attending the conference to be held in. ... etc.*

In the text subject, the sender always explicitly ties the subject of the requests for approval i.e. authorisation is the result of what is required in the request. These texts are standardized and consist of short answers to the requests in the form of non-dependent clauses or simple sentences. Approval of the request is the central part of the text, e.g.:

- ...*We are proud to make our professional journals' fund available to.....*,
- or ...*Payment of the amount of ..... kuna for the costs of promotion of new gas mass indicators is approved..... etc.*

Commissive functions of these statements, on the linguistic level, are achieved by using the verb in the passive form for expressing consent, e.g., *is granted, made available, given, realized, allowed, received, offered*, etc.

Approvals/permits only list data in a short and clear fashion, ordered as in request, together with the amounts if required, for example:

- ...*For the purposes of the presentation 21,000kn will be granted as a short-term...*,
- or ...*The optimal amount is 1,200 pieces of plastic coated.... etc.*

Such a commissive statement is usually followed by the final formula salutation and a signature.

#### ***Characteristics of text genre authorisation/approval used in analysed CC***

Text genre authorisation/approval is used in the corporative communication of INA. This does not mean that other analysed CC do not communicate with this text genre, but it means that examples of authorisation/approval from other CC are not given for purposes of this linguistic analysis.

Communication with text genre authorisation/approval in INA is an example of internal, vertical and top-to-bottom corporative communication. After closer analysis, we can state that text genre authorisation/approval show the following macro and micro textual characteristics:

INTRODUCTION	Header Addressing (neutral) Subject
CENTRAL PART	Approval content
CONCLUSION	Salutation formulation Signature

At the lexical level, use of the verb *to permit* in the subject of the text expresses the approval required for the service or a product. The contents of the authorization confirm use of phrases from oil and gas technology, e.g. *gas mass indicator, plastic cables*, etc. while uses of abbreviations and anglicisms have not been encountered.

Numbers are usually placed in the central part of the text, especially in statements approving the requested amount in cash or products and services that have their price, for example: *21,000kn short-term, 1.200 pieces of tubular plastic coated gas connector* etc.

Syntactic level confirms the occurrence of simple and non-dependant sentences.

## CONCLUSION

Unilateral texts from the corpus of this study are represented in INA's and HSUP's communication (*offer and authorisation/approval*), in INTEGRA's communication (offer) and in FALKENSTEINER's HOTELS AND RESIDENCES communication (offer), while communication of HGK-ŽKR does not provide a single commissive of this subtype.

Unilateral text types of this corpus serve external communication (FALKENSTEINER, INTEGRA and INA with text genre offer), as well as internal communication (with INA's approval). These texts serve as horizontal (offer) and vertical (approval), interprofessional and intraprofessional communication.

At the macro structural level analysed texts show rather great differences at all levels (see commissives' analysis).

The text is mainly divided into sections, articles, or clauses (e.g. offer) in the corpus examples.

Unilateral commissives from the corpus use the following textual-linguistic means: formulations which, in case of failure to comply with the conditions mentioned in the text, indicate legal consequences, time restrictions, price and discount is often specified (e.g. in offer), formulation of detailed description of the text subject is often used (e.g. offer), when specifying obligations of both parties, verbs in passive form, numbers (e.g. prices) and other symbols are stated (e.g. in offer and authorisation), abbreviations, acronyms, and anglicisms rarely appear since ambiguity or wrong interpretation should be avoided, sentences are generally clear and explicit, mostly dependent clauses are used, terminology used mainly belongs to language of the education (translation)

organization (in examples of INTEGRA) or oil and gas technology (e.g. in offer and authorisation in INA and HSUP), and tourism and hospitality management (in examples FALKENSTEINER). Graphics are not used within text.

Previously mentioned data can prove the thesis set forth in the introductory part of this paper, and this is the thesis which asserts that a text genre (in this case text genres *offer and authorisation/approval*) used in the communication of corporate management, based on structure and inventory, belongs to a specific communication model used by management (in text forms noted in this study). This model of communication is largely exposed to linguistic and cultural conditions and norms of the managers' community. Precisely such a specific model of communication serves management to successfully implement an ideology and goals of the corporation.

## REFERENCES

- Baumann, K.D. (1996), *Fachtextsorten und Kognition.-Erweiterungsangebote an die Fachsprachenforschung*. U: Kalverkämper, H./Baumann, K.-D.(Hrsg.), *Fachliche Textsorten. Komponenten-Relationen-Strategien*. Gunter Narr, Tübingen, 355-389.
- Brinker, K.(1997), *Linguistische Textanalyse. Eine Einführung in Grundbegriffe und Methoden*. 4. Aufl. Erich Schmidt Verlag GmbH & Co.,Berlin.
- Brinker, K. (2000), *Textstrukturanalyse*. U: Brinker, K., et.al.(Hg.), *Text-und Gesprächslinguistik*. 1. Halbband, Walter de Gruyter, Berlin, 164-175.
- Brinker, K. (2000), *Textfunktionale Analyse*. U: Text und Gesprächslinguistik. Walter de Gruyter, Berlin, New York, 175-186.
- Buble, M. (2006), *Osnove menadžmenta*. Sinergija, Zagreb.
- Engel, U. (1988), *Der Text*. U: Engel, U., *Grammatik der deutschen Sprache* Groos, Heidelberg, 225-306.
- Griffin, W.R. (1990), *Management*. 3<sup>rd</sup> edition, Houghton Mifflin Company, Boston..
- Große, E.U. (1976), *Text und Kommunikation*. Verlag W.Kohlkammer, Stuttgart, Berlin, Köln,Mainz.
- Hellriegel, D./Slocum, J.W./Woodmann, R.W.(1989), *Organizational Behaviour*. West Publishing Company, New York-San Francisco.
- Hoffmann, L. (1988), *Vom Fachwort zum Fachtext. Beiträge zur angewandtenLinguistik*. Narr, Tübingen.
- Hoffmann, L. (1991), *Fachsprachenlinguistik zwischen Praxisdruck und Theoriebedarf*. U: DaF 28, Heft 3, Tübingen, 131-140.
- Hundt, M. (2000), *Textsorten des Bereichs Wirtschaft und Handel*. U: Brinker, K., et.al.(Hg.), *Text-und Gesprächslinguistik*. 1. Halbband, Walter de Gruyter, Berlin, 642-658.
- Ivanetić, N. (2003), *Uporabni tekstovi*. Zavod za lingvistiku FF, Zagreb.
- Jurin, S., Pavletić, H. (2002), *Prilog poznavanju prevedenica u hrvatskome i njemačkom jeziku (na primjeru ekonomskog nazivlja)*. U: Riječki filološki dani, Rijeka.
- Jurin, S. (2006), *Languages for special purposes in progress: the aspect of syntactical analysis of the language of management*. In: Proceedings of the 5<sup>th</sup> International AELFE (Asociation Europea De Lenguas Para Fines Especificos) Conference, Zaragoza.
- Jurin, S. (2007), *The Future of Languages for Special Purposes in the Era of Progressing Management*. In: Tourism and Hospitality Management, Vol.13, Nr.3, Opatija, Wien, Thessaloniki.
- Rolf, E. (1993), *Die Funktionen der Gebrauchstextsorten*. De Gruyter, Berlin.

## ENDNOTES

---

- <sup>i</sup> Here we have to consider the importance of the *professional status* of participants in LSP communication. Thus intraprofessional communication refers to LSP communication between experts working in the same area of expertise. Interprofessional communication is the communication between people working in various areas of expertise, and extraprofessional communication is the communication between experts and layman. This aspect is being thoroughly discussed as part of the degree of familiarity and trust between participants in communication. Thus, we distinguish between the communication range of high level of familiarity and confidence to utter unfamiliarity or distrust. The degree of openness is also defined; the degree of what is public n communication, thereby distinguishing between private arrangements among participants, and public presentations at major meetings, conferences, symposia and larger private parties which participants of the communication attend.
- <sup>ii</sup> With regard to the environment and communicative interaction of the enterprise with the environment, we distinguish between internal and external communication within an environment. All the social forces that affect the business, communication and attaining objectives in CCI indirectly are a part of the external environment. External communication in relation to the environment branches into general or social environment and business or task environment (Buble 2006:29). General or social environment is also called macro environment. It includes all events and situations outside the corporation; events the corporation has no influence upon, but must respond to. Business or task environment is also called microclimate of the corporation (Kotler 1989:101-130), and is made up of all subjects involved in the immediate environment of CCI, thus affecting the ability of the corporation to provide services to the environment. This means that task environment communication is frequent and that it takes place in everyday interaction. Internal communication is the communication within the framework of the internal environment, i.e. within the environment of CCI. This means that such communication can be completely influenced. Such communication is always present in management, and management tries to control it completely. Any changes in the function of internal company alert the management. External and internal communication therefore depends on a variety of phenomena in the CCI environment, since a company is an open system that is in constant communication with these developments, which depend upon the changing of the environment of the corporation and its complexity, the competitive forces as well as rate of change of the environment (Griffin 1990:93-97).
- <sup>iii</sup> Expressions text and text types are used synonymously in this paper.
- <sup>iv</sup> This classification is based on Searle's (1976:1-23) speech act classification.
- <sup>v</sup> The content of these types overlaps with Searle's types. Informatives overlap with assertives, appellatives with directives, obligatives with commissives, contactives with expressives and declaratives with Searle's declaratives.
- <sup>vi</sup> Brinker furthermore analyses each texts (regardless of the text type) within three levels. These levels are taken over in this paper as description levels of each text type in the corpus, thus resulting in: 1. communicative-pragmatic level, 2. thematic level and 3. language-stylistic level.

**Suzana Jurin, PhD**  
Department of German Studies  
Faculty of Arts and Sciences Rijeka  
Klobučarića 1, 51000 Rijeka, Croatia  
Tel. 00385-51-315-232  
e-mail: sjurin@ffri.hr