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THE INFLUENCE OF SOCIO-PSYCHOLOGICAL FACTORS ON LINGUAL-STYLISTIC AND SYNTACTICAL PRESENTATION OF BUSINESS LETTERS

A great deal of attention is paid by modern scientists on various aspects of delivering information from suppliers of goods to consumers [1; 2; 3; 4]. It has been specified that at the edge of the 21st century there appeared a vivid shift in emphasising the subjects of professional world: if in the 20th century the leading role was given to the producers/suppliers, the 21st century has promoted the consumer onto this place. Modern business world realised that consumers, first and foremost, pursue their own interests. That is why it has become crucial for suppliers to appeal to the consumer's benefit through their messages.

This tendency has penetrated into business messages and business correspondence revealing itself both on syntactic and stylistic levels. This style of writing had even received a special name – “You-attitude”. The focus in this kind of messages is shifted from the sender onto the receiver (reader), and, in our particular case, this is a consumer. “You-attitude,” a phrase used by Kitty O. Locker in “Business and Administrative Communication” refers to a style of writing that puts readers' needs first. Specifically, you-attitude “emphasize[es] what the reader wants to know, respecting the reader's intelligence, and protecting the reader's ego” [3, 36]. Locker details five strategies for achieving you-attitude.

The purpose of the sender is to convince the "reader" that the supplier or the manufacturer sincerely cares about his interests. At the present stage of research devoted to the linguistic analysis of expressions, which function in

various business messages, there was a need to consider these speech structures in detail in terms of their lexical content, syntactic presentation, and style.

Thus, according to the concept of "You-attitude", the person who the sender addresses to in writing or orally turns into a determinant of what and how it should be said [5].

In modern business communications focusing on the reader and the desire to convey information from the point of view of reader's benefit primarily appeared in the lingual stylistic aspect. In particular, the pronouns of the second person, 'you', 'your', began to be used in the sentences more widely than the pronouns "I", "we", "us", "ours", etc., which were typical for "I-attitude" - an approach that is exactly the opposite of "You-attitude". This does not mean, however, that the pronouns of the first person do not have to be used in messages; they are simply deemphasized, or not accentuated intentionally [7].

The psychological factors that underlie the formation of "You-attitude" influence the lexical-grammatical and stylistic presentation of sentences, the general tone of expression. The constructions used by the senders of messages in the letter reflect their attitude to the reader and the subject of conversation; a positive tone with the simultaneous individualization of the statement encourages the reader to perceive the information and act positively.

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