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A Thematic Segmentation of Phraseological Fund For Business Negotiation of the Modern English Language

1005 - Philology

An Abstract

From the presented dissertation for obtaining the academic degree of Doctor of Philology

Kutaisi
2014

Introduction

Georgia's integration process with the economically advanced countries undergoes against a background of intensive business negotiations. The extremely important condition for carrying out the mentioned process successfully turns out to be the effective management of business negotiations. Since the absolute majority of the economically advanced countries of the modern world is English speaking. Besides, the working language of a number of the authoritative international economic structures and organizations is English, too. Thus, it is obvious to what a great extent the analysis of linguistic factors determining the efficiency of business English negotiations is of actuality today.

At present, despite the fact that more and more humans tend to live together in the contemporary world, the question of why the representatives of different cultures cannot find a common ground, even whenever they speak the same language, is gaining significance on a daily basis.

Conflict keeps a status of "growing industry" up to now. All the people want to get involved in the decision-making process of his/her importance; less and lesser people follow the decision made without their participation. The demand for a negotiation is increasing daily, since it is considered to be the most civilized tool for solving disputable issues or matters agreeable to both sides. Resolving conflict situations by means of negotiations refers to a creative process of humans' relations of different interests, principles, stereotypes, dispositions, life experience and of various linguistic competences.

In many instances one of the reasons for failing in an attempt to reach "a common semantic meaning" on the part of negotiators in English business negotiations is to be ill-informed about the repertoire of phraseologisms. Having no knowledge is

often followed by conflicts and this kind of conflict may be called "conflicts of competences".

The **purpose** of the paper is to define the linguistic features characteristic to the business negotiation process, in concrete terms, to construe a phraseological model of business negotiation, which provides a maximum decrease in the likelihood of inadequate perception for information specifically imbedded into a phraseological unit, and accordingly, it gives rise to a facilitation of business negotiation process.

In accordance with the general purpose of the research, the following concrete tasks are settled:

1. Identifying thematic spaces of business negotiation;

2. Defining phraseological composition of thematic spaces;

3. Relieving the type of references in existence between thematic spaces;

4. Analyzing the references in existence between the units included into thematic spaces;

5. Determining the quality of idiomaticity on the basis of business negotiation themes;

6. Drawing concrete theoretical conclusions as a result of the analysis of the thematic spaces of business negotiation.

Expansionism presents to be the basis for the research methodology, which refers to an interdisciplinary methodology. In the concrete case, it implies the fact that the research was carried out on the basis of humanitarian (linguistics) and social sciences (business communication) data analyses.

In the research presented there is realized a methodology for poly-paradigmatic research. The work is equally centered on both structural and cognitive linguistics. Respectively, the methods elaborated within the frame of systematic-structural and linguo-cognitive theories as well are relevant alike for the paper.

Besides the mentioned aspects of methodology, we also mean the unity of notions and methods linked to the stage of

linguistic thinking development, which semantically coincides with the dominance of anthropologist-communicative paradigm.

In the research paper there are employed the **concrete methods** such as: methods for thematic group and semantic frame construal, categorization, description, comparison, contrast and generalization.

The **material** of the research paper represents the relevant phraseological units from business negotiation thematics in modern English and Georgian languages. The material is taken from both mono- and bilingual dictionaries and internet resources.

The **actuality** of the research paper is conditioned by the fact that the necessity for relieving the correlative character of mental and linguistic structures is becoming more and more obvious. Modern linguistics does not experience the lack of the works, in which it is declared the need for exhibiting a "connecting" link between knowledge representation and language structures. Different from a majority of such kind of researches, in the presented work the synthesis of paradigms is carried out, as a result of that, the work gains an inter-paradigmatic direction – the examination of thematic spaces of business negotiation is made through the synthesis of the construing methods for thematic groups and semantic frames.

In general, it can be said that all the inter-paradigmatic researches are actual, in which not only the declaration of the necessity of the synthesis of paradigms is shown, but also where it is given concrete and sequent realization of the synthesis of paradigms.

The actuality of the subject-matter for research is based upon the theoretical and methodological demands which, in itself, derive from the modern linguistic paradigmatic dynamics.

The **scientific novelty of the work** lies in the definition of the thematic space in the aspect of Gestalt thinking, the identification of the thematic spaces of business negotiation and in

its exploration taking into consideration both the systematic-structural and cognitive perspectives that imply:

• Construing units having the concrete meaning definitions –thematic spaces;

• Representing thematic spaces in the form of semantic frames and thematic groups;

• Combining methods for construing thematic groups and semantic frames within the framework of units having the concrete meaning definitions, which provides the maximum detailed segmentation of the units.

The theoretical value and novelty of the work lies in the fact that the presented paper could be viewed as the "meeting" of semantic and conceptual knowledge – structuralism and cognitivism, which certainly defines the theoretical value of the work. The synthesis of paradigms will make a certain contribution within the further examination of poly-paradigmatic phenomena, which in a concrete case implies the further analysis of the peculiarities of the concept lexicalization.

The practical value of the work is defined by the following fact: the searched material and the research results can be used in the courses of both structural and cognitive linguistics.

The practical value of the work is also determined by the relevance of the research results to the practical courses of the lexicology of modern English and Georgian languages.

The structure of the work is determined by the objectives of the research. It contains an introduction, 3 chapters and general conclusion. The list of references, internet material is attached.

In the Introduction arguments are given for the choice of the subject matter of our study, we point out the scientific value and novelty and the significance of the research work, its theoretical and practical values and the history of the study of the question.

The First Chapter – "The Art of Negotiation and the Evaluative Aspect of the Outer World" discusses a theoretical knowledge of phraseologisms and negotiation discourse, which exposes to be the form of the segmentation basis for the phraseological fund of the business negotiation. The exploration of the phraseology is done through the examining of the main tenets presented by V. Vinogradov, A.Kunin, R. Ginzburg and the other scholars. In the first chapter of the work there is also analyzed the essence of negotiation, its strategic models, phases and stages related.

The Second Chapter - "Different Paradigms – Different Perspectives" analyzes the interrelations between structuralism and cognitivism and attempts to give the answer to the question: "cognitivism – tradition or novelty?". As a result, in the perspective of cognitive linguistics, there is analyzed, on the one hand, the compositional characteristics of the phraseological units, on the other hand, the main principles and approaches of the cognitive identity of negotiation.

The Third Chapter – "Segmentation Principles and Types of References" is devoted to the segmentation of the meaning space of the negotiation process – to the construing of thematic space, semantic frames and thematic groups. In the chapter mentioned there is attested once again that language presents to be a type of the values of a system which consists of separate subsystems. From these subsystems, some of them are more studied, some – less studied. Compared to other subsystems of the language, the most difficulty seems to be with the boundary of the separate subsystems in the sphere of semantics and lexics, since these spheres are less likely to subordinate systematization, in its entirety it is preserved compared to grammatical and phonological fields. All the elements in the vocabulary, all the events are more or less of individualistic character and, accordingly, the units

having the defined meaning construed in the paper cannot voice the pretension of absolute objectivism.

The conclusion sums up theoretical results of the research

The main points of the research have been reflected in the papers at different scientific journals and scientific sessions of the English language department. The research work was discussed at the meeting of the English Language Department at Akaki Tsereteli State University on 7th February, 2014.

Main Content of the Work

Negotiation is a complex phenomenon. Its multidimensional nature can be studied only through the provision of the application of the principles of interdisciplinarism and polyparadigmatism.

The work equally centers on both the structural and cognitive linguistics. Accordingly, the methods elaborated within the framework of both the systematic-structural and linguo-cognitive theories are identically relevant to the research presented.

Besides the aspect of the methodology mentioned, the totality of the concepts and methods is also implied, which is connected with the stage of the development of the linguistic thinking. The latter contextually correlates with the dominance of anthropocentric – communicative paradigm.

The synthesis of structuralistic and cognitive perspectives has turned out to be relevant to our research, carried out in the form of intellectual action, which implies, on the one hand, the adequacy of the research purpose to the expected results of the research. On the other hand, the validity of methodology for being formulated the objective conclusions. The mechanism mentioned

does not make a claim about a discovery of a new truth. Though, it gives the possibility of a novel interpretation of the content in existence.

Suchlike forms of synthesis involve the implementation, moduses of practical and theoretical principality.

The various aspects of evaluative subject matter of the study in the work ties in its entirety, itself by virtue of one peculiarity of the evaluative mechanism – the evaluation in the research is oriented towards the exposition of relevancies, hereditary and reason – results.

The following postulates are considered to be fundamental in the work:

• The analysis of linguistic principles should be carried out in connection with the mental characteristics;

• The research of different levels of linguistic analysis should be carried out in one spatial flatness;

• Meaning does not represent a simple, objective manifestation of the outer world, it has emerged as a means of forming the world. In other words, it construes the world in its own particular way, through obvious individualistic world vision embodiment;

• Cognition is being formed but simultaneously it is the force that is able to formulate. The world of icons, in which we live, not only reflects the empirical evidence, but also makes a production with the degree of the quality, the quality that is in our ability to create symbols;

• Meanings are changeable according to the situations – new experience and knowledge in the environment require the adaptation of the semantic categories to the transformed events;

• Meaning is dynamic and flexible – language does not represent to be the entirety of stable and rigidly defined structures entirety;

• Meaning does not exist separately from the different forms of the world knowledge, it is encyclopedic and non-autonomous in nature: it includes the world knowledge, integrated with different cognitive skills;

• The aspect of meaning definition and the principle for the unity of linguistic meanings are essential in the systematization process;

• The possibility of meaning research of linguistic definitions derives from the language itself, whose meaning sphere is significantly determined by the law of the unity;

• Unity presents to be not the simple sum of the isolated words but the unity consisting of separated interdependences;

• Unity gives us the possibility of separating units from it and it in itself implies interdefinition of organic whole parts.

The statements mentioned were applied within the process of business negotiation meaning space segmentation, which implies construing of thematic space, semantic frame and thematic group.

The First Chapter – "The Art of Negotiation and the Evaluative Aspect of the Outer World"- introduces the existed theoretical knowledge of phraseologism and negotiation, in particular, the history of the phraseologism studies and the issue concerning the patterning of the negotiation process.

The definition of figurative linguistic formation is considered to be the following explanation: phraselogism is called any lexical unit that is characterized by:

• Structural Stability;
• Monolithic transformed Meaning;
• Expressive – Emotional Colouring;

Accordingly, a phraseological unit is characterized by the following type of stability:

• Application Stability;
• Structural – Semantic Stability;

44

• Lexical Stability;
• Syntactic Stability.

In the work within the framework of the generative linguistics the classification of phraseologisms is discussed through the consideration of the parameters having such kind of general characterizations:

– Nature of phraseological elements;
– Number of phraseological elements;
– Frequency of phraseological usage;
– Permissable distance between the elements of the phraseologism;
– Degree of lexical and syntactic flexibility of the elements involved;
– Roles that semantic unity and semantic non-compositionality/non-predictability have in the definition given.

For illustration the following phrasal unit is discussed Shoot Down

– Nature of the elements: V+ Prep
– Number of the elements: two lexical units and one syntactic input (shoot sth down);
– Frequency of usage: formal discourse, business negotiation;
– Permissable distance: lexical elements are sequent, they usually co-occur adjacently;
– Flexibilty of the elements: it can be used in the passive voice;
– Semantics: it functions as one semantic unit, meaning [მი-წასთან გასწორება – გაკრიტიკება, იდეის, წინადადების და-წუნება.]

As for the second aspect of the research, we mean business negotiation, its form and content, we defined it in the following way: business negotiation is called any speech activity, during which the parties involved in the negotiation express their goals

45

explicitly, verbally and if for the observers of the negotiation process the goals of the opposition will be interrelated.

During the analysis of the negotiation as the communication process, researchers distinguish the three categories:

• Situational context, which includes the roles of constituents, pressure factors and the past or future relations existed between negotiators;

• Problem characterizations – the number of problems and the type, their integrative potential;

• Negotiators' characterizations – their motives

In the work within the framework of the negotiation theory, the following types of dimensions are discussed:

• Negotiators' characterizations;

• Situational constraints;

• Agreement zone;

• Negotiation results.

In general, in the special literature dedicated to the negotiation the following various models are differed:

• Adversarial and coordinative (Pruitt 1981);

• Adversarial and collaborative (Williams 1983);

• Competitive and Problem Solving Oriented (Menkel – Meadow 1984);

• Distributive and Integrative (Raiffa 1982).

Mentioned models despite the minor differences existed between them are divided into the two directions which we call **individualistic and collaborative.**

Individualistic model of negotiation is mostly used in legal negotiations. It puts an emphasis on "winning" – through the maximum usage of the possibility the person/party tries to control a situation in the way that the gained benefit should highly exceed the primary expectation. In this case each side tries to obtain more benefit possible and the better the first side is a winner, the more loser is the other.

46

As for the second **collaborative model**, it focuses on the identification of the common interests and needs of the parties for the purpose of finding potentially the best solution. In this case, we possibly achieve the agreement through which it is manageable to reach a more bilateral beneficial agreement, which implies the maximum increase at the cost of one party due to the other party, the major aim of the collaborative model is to gain common bilateral benefit.

Whilst discussing the negotiation, particularly, the discursive analysis of the business negotiation, we mean the linguistic examining of the negotiation in the working, official environment. That type of approach is interesting in the way that discursive phenomenon of the negotiation takes place, which, in itself, is limited to the specific component sum of being oriented to the context.

In the work two major, central issues are differentiated through a suchlike study of the negotiation:

• The First Question in Study – *We come across the negotiation absolutely in any aspect of life*. This means that it is based upon the discourse and seems to be a situational activity, which, in itself, via the interaction is constructed in the given concrete social environment;

• The Second Question in Study – This is discussed in relation to the discursive analysis of the negotiation, too. By that, we mean the fact that the specific elements of the working environment always include the behavior constraints of the given negotiation, in particular, the availability or non-availability of the technical means of the communication. Also, the factor of hierarchical interdependence among the persons involved in the negotiation process, which influences the behaviour aspect of the negotiation

47

In the discursive perspective, the activity of negotiation should be discussed as the unity existed in its own entirety and not – as the means of resolving this or that issue.

The negotiation discourse is divided into the three conversational phases, which present to be structurally the highest point of the problematic activity. The interrelation between the units refers to: act alternation, interactive movements, conversational interchange and transactions. In this case, the following organizational aspects of the interactive process are underlined:

• Interchangeable mechanism that takes place in constructing a conversation;

• Divisibility of phases;

• Distribution of acts.

Whilst speaking about the negotiation, in the work the priority is given to the content/meaning of the negotiation and not to the form. In other words, through studying the negotiation process our attention is concentrated on defining negotiations' peculiarities, style and specifics of cognition, motives, aims, contextual characterizations and the quality of cultural context and integration.

The exposed communicative behaviour on the part of the persons involved in the negotiation is called tactics. The application of the concrete tactics takes place not in isolation, but in combinatorial form at the level of the unconscious or subconscious. For the purpose of elaborating a strategy, the peculiarity of the tactics applied is always relieved within the specifics of the form of communication – the pattern of communication. The peculiarity of tactics, the phases of communication and its sequence formulate the form of communication.

The Second Chapter - "Different Paradigms – Different Perspectives" discusses differential signs of structural and cognitive linguistics. Different from structuralism, the particular interest of cognitive linguistics lies in the relations existed among language, mind and thinking. In the direction mentioned, the language is not analyzed in the internal dependence upon its own structural characteristics. Instead, language structures are studied beyond the language with reference to the material world, we mean, cognitive principles and mechanisms, categorization, pragmatic, functional and interactive relations.

Cognitive Paradigm is based on the following theoretical statements:

• Language is an integral part of language;

• Language is symbolic in nature;

• Linguistic meaning is dynamic, flexible and perspective;

• Linguistic meaning is of encyclopedic and nonautonomous character.

Considering all the postulates presented, Cognitive Linguistics suggests recontextualization of linguistic meaning which implies the following factors:

• Linguistic meaning takes a central position in Cognitive Linguistics;

• On the contrary to the formal semantics, meaning conception is not limited to the referential type of meaning conception, that is, linguistic structure expresses conceptualization, which is more than reference in a simple way. Conceptualization points to the imagery of all the meanings existed around the word. Conceptualization has an empirical basis – Correlations of cultural and physiological characteristics take place whilst being perceived and experienced the reality.

Therefore, it can be said that Cognitive Linguistics harshly sticks to the concept that meanig is completely oriented towards the context. Within the process of the research various questions seemed to emerge, from which one of the central items is: "Cognitivism – Tradition or Novelty?"

In science it is quite a common case that in a new concept there echo the postulates mentioned and analyzed once in the past. Cognitive science as the project of human cognition studies is actual and important. Though, there are the following typical remarks made against it, in particular:

• Moving from the problem of meaning to the one of information. Though, it should not be forgotten that meaning and information are absolutely different things. Even the message, that has no information, carries a certain meaning. For the system that processes information, it is completely unimportant, whether it processes Shakespeare's sonnets or a matrix of numbers. The only thing that is important is a message is informative. The message is informative if it contrasts against a background of alternative signs, in other words, it is input in the code designed in advance;

• It cannot be said that everything that is connected with the human being and his/her existence should be taken from the view of information. Since the most significant characteristic of the human intellect presents to be a will. Intellect is cognition plus will. Manipulating through only symbols, cognitive science discards intention, will;

• Syntactics of symbols, with which cognitivists are mainly surrounded, does not adequately reflect the human mentality: humans think by means of semantic essence, values.

It is obvious that the world is not an indifferent stream of information which is subordinate to elaboration. Cognition is the force that organizes the process of generating ideas in the human and regulates the application of the meaning within the framework of concrete culture in the way that meaning is known to all the representatives of the concrete culture. Being known is a result of arbitrariness. The problem of the representation of knowledge is connected to the human's social and cultural experience. Knowledge is social due to the following:

• First and foremost, there is presented the shared basis of perspectives and, we consider that the other persons exist and those objects are known or recognizable to all. Despite the commonness of perspectives, it is clear that the same object may refer to different things for different people. In the social world this difficulty has been overcome with the idealization of two kinds. The idealization of interchangeability between positions implies the fact that if we were in others' place, we would perceive the events as they usually do. The relevancy of the agreement system means that we ignore differences. In other words, this is called the idealization of reciprocal perspectives.

• The second meaningful part is that knowledge is social, it is of social origin. Individuals create the amount of their knowledge; The main part exists in the shared foundation of the content and it is spread through the social interaction

The differentiation between the conceptual sphere and the semantic space language is particularly actual for contemporary linguistics, this refers to the linguistic icon of the world by a great deal number of linguists.

Therefore, Cognitive Linguistics presents an excellent sample of the synthesis of hereditary and novelty. This kind of synthesis is certain to provide opportunities for generating more and more novel ideas.

In addition, within the framework of Cognitology we analyze, on the one hand, phraseologisms and phraseological processes, and on the other hand, we perceive a novel understanding of the negotiation, in particular, we emphasize the following:

1. Cognitive Linguistics has rehabilitated the icon of the phraseology, that is, phraseology is considered to be organized, structured and logically organized entity. The latter is attested by the empirical material analyzed upon the basis of the theories of Conceptual Metaphor and Conceptual Integration;

2. According to Cognitology, the exhaustive perception of the negotiation processes and consequences occurs only if negotiation is considered as **the cognitive task of decision making,** in which negotiators build up the mental pictures of conflict situations, the issue emerged and of the opponents as well. Parties deliver the negotiation through the cognitive imagery. Therefore, the building-up of the cognitive model of the negotiation starts with the typology of the negotiators' cognition.

Negotiation is nothing but the cognitive process of decision-making which takes into consideration (1) the subject-matter of the dispute, misunderstanding and (2) the acceptable type of behaviour on the part of persons involved in negotiation.

The Third Chapter – "Segmentation Principles and Types of References" is devoted to the segmentation of the meaning space of the negotiation process: the construing of thematic spaces, semantic frames and of thematic groups.

Thematic space is defined as Gestalt – the most volumary multitude, in which suchlike multitudes are included: semantic frame and thematic group.

Semantic frame is determined as the coherent structure of concepts, in which each of the entity is interrelated in the way that the understanding/perceiving of an element requires the whole knowledge connected to the concepts given.

Thematic group is analyzed as the entity defined within the context of the meaning, in which the existence of the concrete elements is determined by:

- the semantic similarities of the elements;
- the semantic correlation of the elements;
- the existence of the shared meaning of the components included in the elements' semantic structure.

The following thematic spaces are distinguished in the negotiation meaning space: **"Business", "Conflict", "Communication"** and **"Result".**

52

The concepts and their relevant thematic groups for lexicalization were distinguished in **"Business"** thematic space: Work, Buying – Selling, Honesty - Dishonesty, Authority – Power, Finace – Money, Bargain-Deal, Price. *[საქმიანობა, ყიდვა–გაყიდვა, პატიოსნება–უპატიოსნება, უფლებამოსილება– ძალაუფლება, ფული–ფინანსები, მორიგება–გარიგება, ფასი.]*

For illustration consider the following examples:

- Put/Lay one's shoulder to the wheel – ჭაპანწვეტით მუშაობა, წელებზე ფეხის დადგმა;
- Buy something for a song – ძალიან იაფად, მუქთად შეიძინო რაღაც;
- Barefaced liar – უსირცხვილო მატყუარა;
- Feather your nest - საკუთარი ბუდის მოწყობა;
- Bargaining chip/counter – „კოზირი გარიგებაში"

(something that you can use to make someone do what you want)

- Tax haven – „გადამხდელთა თავშესაფარი" (A tax haven is a country that exempts foreign investors who hold bank accounts or set up companies in its territory from taxes. Typically, two different tax systems exist together).

The concepts and their relevant thematic groups for lexicalization were distinguished in **"Conflict"** thematic space: Arguments – Disagreements– Discontentment, Problems – Difficulties, Choices – Options –Alternatives, Feelings-Emotions-Reactions. *[კამათი–უთანხმოება–უკმაყოფილება, პრობლემები–სირთულეები, არჩევანი–ვარიანტი–ალტერნატივა, გრძნობა –ემოცია–რეაქცია.]*

For illustration consider the following examples:

- Devil's advocate – „ეშმაკის ადვოკატი"(a devil's advocate is someone who, given a certain argument, takes a position they do not necessarily agree with for the sake of debate or to explore the thought further.);
- Full-blown/ All-out war – ცხარე ომი;
- Different strokes for different folks – კაცია და გუნება;

53

• Blow hot and cold – ხან ჭრის, ხან კერავს;
• Skating on thin ice – ცეცხლთან თამაში, თავის ხიფათში ჩაგდება;
• Water under the bridge – ყველაფერი ცუდი წყალმა წაიღო, წარსულს ჩაბარდა;
• It is the bane of my life – სული გამიმწარა;
• Sign your own death warrant – სასიკვდილო განაჩენი გამოუტანო საკუთარ თავს.

The concepts and their relevant thematic groups for lexicalization were distinguished in "Communication" thematic space: Contact-Information, Efficiency–Competency-Effectiveness, Intelligence-Understanding-Logic, Relationships, Actions–Attitude-Behaviour, Ambition-Determination-Perseverance.

[კონტაქტი–ინფორმაცია, ეფექტურობა–კომპეტენცია–ეფექტიანობა, ნიჭიერება–ცოდნა–ლოგიკა, ურთიერთობები, ქმედება–დამოკიდებულება–ქცევა, ამბიცია–მიზანდასახულობა–შეუპოვრობა.]

For illustration consider the following examples:
• Silver Bullet – „ვერცხლის ტყვია" (something that acts as a magical weapon; especially: one that instantly solves a long-standing problem);
• Stool pigeon – ენატანია, დამსმენი;
• Fine-tooth comb – საქმის დეტალური, ძირფესვიანი შესწავლა;
• Tried and tested – მრავალგზის ნაცადი, წარმატებულად გამოყენებული მეთოდი;
• Brains behind something – საქმის სულისჩამდგმელი, ავანჩავანი;
• Strange bedfellows – „უცნაური წყვილი" (If two people or groups make strange bedfellows, they are connected in a particular activity though they are very different and would not usually have the same opinions or be seen together);

• Fight tooth and nail – თავგანწირული ბრძოლა, კბილებით დაცვა;
• Sky's the limit! – შეუძლებელი არაფერია!

The concepts and their relevant thematic groups for lexicalization were distinguished in "Result" thematic space: Consequences – Effects – Results, Luck – Opportunity, Success – Failure, Gain –Loss, Agreements – Arrangements.

[ზეგავლენა–შედეგი–დასკვნა, იღბალი–შესაძლებლობა, წარმატება–მარცხი, მოგება–ზარალი, შეთანხმება–მოწესრიგება].

For illustration consider the following examples:
• Get (one's) fingers burnt -პირში ჩალაგამოვლებული დარჩა;
• Devil to pay – ეშმაკს არ სძინავს, ხიფათია მოსალოდნელი;
• Fat chance! – ფუჭი მოლოდინი!
• In the bag – ერთი ნაბიჯი წარმატებამდე, ჯიბეში მიდევს;
• Riding high – წარმატებით სვლა, წინსვლა;
• Ill-gotten gains -არაკანონიერი გზით მოპოვებული შემოსავალი, მუქთა შემოსავალი;
• It will never fly! -ასრულება არ უწერია!
• Murphy's law – „მერფის კანონი", ბედისწერა გარდაუვალია;
• Gentleman's agreement – „ჯენტლმენთა შეთანხმება" – სიტყვიერი შეთანხმება A gentlemen's agreement (or gentleman's agreement) is an informal and legally non-binding agreement between two or more parties. It is typically oral, though it may be written, or simply understood as part of an unspoken agreement by convention or through mutually beneficial etiquette.

The analysis of negotiation thematic spaces made it clear that all the spaces are of nucleus type and the references among them are of nonhierarchical character.

The analysis of the elements included in the thematic group highlighted the following principle: there seemed only one kind of reference among the elements, in particular, the basis of thematic correlation.

Thematic correlation is defined in the following way; this is one of the types of the references existed among the elements, it encompasses the units defined contextually of the elements in various references and of identical intensity linkage form towards phraseological thematic group identificators.

We consider the relationship existed between the form of elements' identical intensity and the word-identificator of the thematic group as the identical ability for keeping the content, meaning and the context of the word-identificator expressed through the elements of different origin.

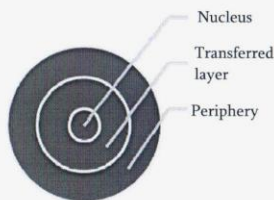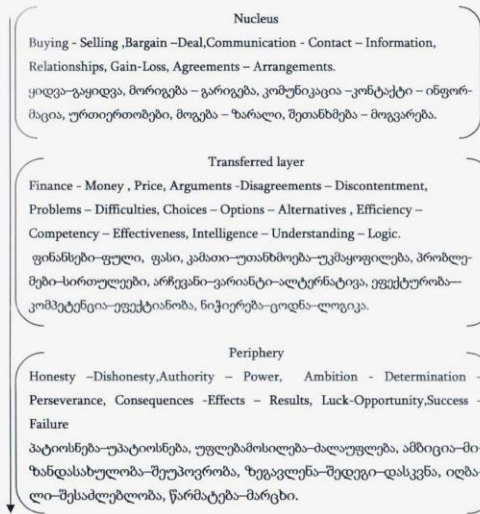The above mentioned could be illustrated in the following way:

Nucleus

Transferred layer

Periphery

Figure #1

56

Nucleus

Buying - Selling ,Bargain –Deal,Communication - Contact – Information, Relationships, Gain-Loss, Agreements – Arrangements.

ყიდვა–გაყიდვა, მორიგება – გარიგება, კომუნიკაცია –კონტაქტი – ინფორმაცია, ურთიერთობები, მოგება – ზარალი, შეთანხმება – მოგვარება.

Transferred layer

Finance - Money , Price, Arguments -Disagreements – Discontentment, Problems – Difficulties, Choices – Options – Alternatives , Efficiency – Competency – Effectiveness, Intelligence – Understanding – Logic.

ფინანსები–ფული, ფასი, კამათი–უთანხმოება–უკმაყოფილება, პრობლემები–სირთულეები, არჩევანი–ვარიანტი–ალტერნატივა, ეფექტურობა–კომპეტენცია–ეფექტიანობა, ნიჭიერება–გონება–ლოგიკა.

Periphery

Honesty –Dishonesty,Authority – Power, Ambition - Determination – Perseverance, Consequences -Effects – Results, Luck-Opportunity,Success – Failure

პატიოსნება–უპატიოსნება, უფლებამოსილება–ძალაუფლება, ამბიცია–მიზანდასახულობა–შეუპოვრობა, ზეგავლენა–შედეგი–დასკვნა, იღბალი–შესაძლებლობა, წარმატება–მარცხი.

⟶ *The thematic correlation is releaved between English and Georgian business negotiation spaces.*

We suppose that the theoretical evidence in the English language scientific space concerning business negotiation at the level of description or prescription can be absolutely applied to the environment of Georgian language negotiation (excluding cultural differences). Though, as for the relevant phraseological fund of the business negotiation in the modern Georgian language, we may

57

conclude that the English language fund in comparison with the Georgian language fund is characterized by much higher level of metaphorical undercurrent.

Besides, we may say that so far Georgian language business negotiation has had a status of "being on the way". We hope that new realias will acquire their own linguistic expression with the organic form of the Georgian language. At this stage the Georgian language is characterized with the delivery of the fund through desciptive and loan words usage (the fact mentioned is determined by the amorphism of the business realias in Georgia). In particular, there emerged the following tendencies:

• Loan Metaphorization

Lame duck - ,,კოჭლი იხვი"

Meaning: an elected official or group continuing to hold political office during the period between the election and the inauguration of a successor.

Sample: "Lame-duck sessions are held after November general elections; the lame ducks are the members of the old Legislature who still retain power but will be replaced by the newly elected Legislature scheduled to be sworn the following January." www.news-gazette.com/2011/

• Application of the Metaphor of Different Kinds

Rush off one's feet - ტყავიდან ძვრება

Meaning: to have to work very hard or very fast.

Sample: "There's only one secretary working for the whole accounts department and the poor woman is rushing off her feet." www.idioms.thefreedictionary.com/2011/

• Demetaphorization of the Unit (which means the descriptive, indirect and nonmetaphorical translation of the unit.)

Draw a line in the sand – ქვიშაზე ხაზის გავლება

Meaning: to create or declare an artificial boundary and imply that crossing it will cause trouble.

58

Sample: "If you set aside that very large discrepancy between pre-and post election, it's entirely defensible for the Abbott government to draw a new "line in the sand" on corporate handouts, especially as it re-examines government payments to families." www.theguardian.com/2012/

• Definition Usage

Gravy train - An occupation or other source of income that requires little effort while yielding considerable profit.

Sample: "But the PPI gravy train has long since sloshed past the point where it is about compensating those with legitimate grievances. It has become a money-making exercise, driven by claims companies hiding behind the mask of justice." www.telegraph.co.uk/2013/

• Usage in Original and Quotational Form

Topdog - ,,ტოპდოგი"

Meaning: the boss or the leader.

Sample: "It's a strange way to pick a top dog, but then again, the Commission presidency is a strange office." www.collinsdictionary.com/2013/

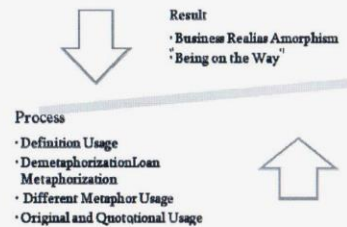The above mentioned could be illustrated in the following way:

Result
• Business Realias Amorphism
• "Being on the Way"

Process
• Definition Usage
• DemetaphorizationLoan Metaphorization
• Different Metaphor Usage
• Original and Quotational Usage

Figure #2

59

We strongly believe that whilst contrasting the two languages, of which the final purpose is the analysis of the peculiarities of the world linguistic icon modelling, for researchers it is interesting not the content which is expressed by the language (since any language can express any kind of content) but the "content" that can be expressed in the way of naturalism and commonness, systematism and not through descriptive and artificial outlook.

CONCLUSION

Having studied and analyzed the scientific and practical material, we have come to the following theoretical conclusions:

1. Whilst speaking about the discoursive analysis of the business negotiation in the work, it is meant that we discuss a linguistic aspect of the negotiation. That kind of approach is interesting in the way that there is studied the discoursive phenomenon of the negotiation which, in itself, is limited to the summary of the specific components oriented towards the context.

2. The research concentrates on the two central issues:

2.1. We come across the negotiation absolutely in any aspect of life. This means that it is based upon the discourse and seems to be a situational activity, which, in itself, via the interaction is constructed in the given concrete social environment;

2.2. The specific elements of the working environment always include the behaviour constraints of the given negotiation, in particular, the availability or non-availability of the technical means of the communication. Also, the factor of hierarchical interdependence among the persons involved in the negotiation process, which influences the behaviour aspect of the negotiation

3. The negotiation discourse, divided into the three conversational phases, presents to be structurally the highest point of the problematic activity. The interrelation between the units refers to:

- act alternation;
- interactive movements;
- conversational interchange;
- transactions

In this case the following organizational aspects of the interactive process are underlined:

- Interchangeable mechanism that takes place in constructing a conversation;
- Divisibility of phases;
- Distribution of acts.

4. Whilst discussing the negotiation, in the work the priority is given to the content/meaning of the negotiation and not to the form. In other words, through studying the negotiation process, our attention is drawn upon defining negotiations' peculiarities, style and specifics of cognition, motives, aims, contextual characterizations and the quality of cultural context and integration.

5. The following thematic spaces are distinguished in the negotiation meaning space: "Business", "Conflict", "Communication" and "Result".

5.1. The concepts and their relevant thematic groups for lexicalization were distinguished in "Business" thematic space: Work, Buying – Selling, Honesty - Dishonesty, Authority – Power, Finace – Money, Bargain-Deal, Price. *[საქმიანობა,ყიდ-ვა–გაყიდვა, პატიოსნება–უპატიოსნება, უფლებამოსილება–ძალაუფლება, ფული–ფინანსები, მორიგება–გარიგება, ფასი.*

5.2. The concepts and their relevant thematic groups for lexicalization were distinguished in "Conflict" thematic space: Arguments – Disagreements– Discontentment, Problems – Difficulties, Choices – Options –Alternatives, Feelings-Emotions-Reactions. *[კამათი–უთანხმოება–უკმაყოფილება, პრობლემე-ბი–სირთულეები, არჩევანი–ვარიანტი–ალტერნატივა, გრძნო-ბა– ემოცია–რეაქცია.]*

5.3. The concepts and their relevant thematic groups for lexicalization were distinguished in "Communication" thematic space: Contact-Information, Efficiency–Competency-Effectiveness, Intelligence-Understanding-Logic, Relationships, Actions–Attitude-Behaviour, Ambition-Determination-Perseverance. *[კონტაქტი–ინფორმაცია, ეფექტურობა–კომპეტენცია–ეფექტიანობა, ნიჭი-*

62

ერება–ცოდნა–ლოგიკა, ურთიერთობები, ქმედება–დამოკი-დებულება–ქცევა, ამბიცია–მიზანდასახულობა–შეუპოვრო-ბა.]

5.4. The concepts and their relevant thematic groups for lexicalization were distinguished in "Result" thematic space: Consequences – Effects – Results, Luck – Opportunity, Success – Failure, Gain –Loss, Agreements – Arrangements. *[შედეგ-შედეგი–დასკვნა, იღბალი–შესაძლებლობა, წარმატება–მარ-ცხი, მოგება–ზარალი, შეთანხმება–მოწესრიგება].*

6. Between the elements there exists only one kind of reference that is called the fact of thematic correlation. The latter is defined in the following way; the unit defined contextually includes the elements of various referential types having the form of identical intensity linkage towards phraseological thematic group identificators

7. The form of elements' identical intensity linkage directed towards the phraseological thematic group word-identificators is analyzed through the elements' direction towards the word-identificators' contectual meaning retaining ability, in other words, intensity

8. In respect of intensity, the homogeneous references of the elements towards the word-identificators of the unit unificate within the totality of the ability for carrying the meaning. The linguistic expression of the force of that kind represents to be the thematic correlation - one of the types existed among the units within the phraseological thematic group.

9. The existence of the form of the same intensity between the word-identificator and the elements of the unit refers to the fact that there is given the same semantic distance between the word-identificator and the elements of the unit.

10. Different thematic groups include several identical units, since elements are defined according to the essence and the references of the idiomatic repertoire.

63

11. The configuration of the thematic group is rigidly defined. Though, at the same time, they cross each other. That points to the fact that, on the one hand, the groups are closed and, on the other hand, that they are open. Accordingly, the thematic group is defined as the mixed type structure

12. Modern English Language Fund in comparison to Georgian Language Fund is characterized by a much higher level of metaphorization. So far Georgian business negotiation has had a status of being "on the way". At this stage the Georgian language applies only the methods of description and an act of loan concerning the typical idioms of the English language. The latter is determined by the amorphism of the business reality in Georgia.

The main concepts of the dissertation are given in the following works:

1. "The Contrastive Analysis of the Cognitive Identity of the Idioms' Repertoire in the English and Georgian Business Negotiation", "Modern Interdisciplinarism and Humanitarian Thinking", Akaki Tsereteli State University, Kutaisi, 2013. pp. 300-305

2. "Concerning Phraseological Units' Cognitive Interpretation", "Language and Culture", Foundation for development of Art and Pedagogical sciences, Kutaisi, 2012. pp. 72-77

3. "About Linguistic Universals", Akaki Tsereteli State University Works, Kutaisi, 2011. pp. 246-255