

Copyright is owned by the Author of the thesis. Permission is given for a copy to be downloaded by an individual for the purpose of research and private study only. The thesis may not be reproduced elsewhere without the permission of the Author.

TRADESPEAK

an interdisciplinary study
of business communication in
international trade deals

A thesis presented in partial fulfilment of the
requirements for the degree of
Master of Philosophy
in Business Studies
at Massey University

Birgit Daniela Stoeckl

1997



ERRATA

1. pg 7, para 3, Baratheas should read Barthes
2. Bibliography, pg XX, Barhtes should read Barthes
3. pg 78 delete Source: Birgit Stoeckl, 1997

Contents

	<i>page</i>
Abbreviations	II
Tables and Figures	III
A Introduction.....	3
B TRADESPEAK - an interdisciplinary study of business communication in international trade.....	3
I. Situational Framework.....	3
II. Approach.....	4
1. Semiotics	4
2. Poststructuralism - Deconstruction	8
3. Intercultural Communication	13
III. Methodological Framework and empirical Analysis.....	15
1. Dialogue - a communication model of the Speech Event	16
1.1 Components of the Speech Event.....	16
1.2 Functions of the Speech Event's Components.....	20
a) The addressor's emotive function	20
b) The message's poetic function.....	23
c) The code's metalinguistic function	38
d) The contact's phatic function.....	40
e) The context's referential function	48
f) The addressee's conative function.....	50
2 Discourse - an interactive communication model	53
1.1 Basic elements of interactive communication.....	53
a) The field of discourse.....	53
b) The mode of discourse	54
c) The tenor of discourse	55
1.2 Native/Nonnative speaker interaction	56

IV. Empirical Analysis and Evaluation	72
1. Case Studies	72
1.1 Songster in correspondence with International Sourcing	73
1.2 Irish Girl in correspondence with Spender Support	75
1.3 Look Out in correspondence with a French Buying Office.....	76
2. Profile Comparison and Synthesis	77
C Conclusion and Further Perspectives.....	81
Appendix.....	IV
Bibliography.....	XIX

Abbreviations

ABT	about (<i>preposition</i>)
ADV	advise (<i>verb</i>); advice (<i>noun</i>)
C	Case
CHK	check (<i>verb</i>)
CFM	confirm (<i>verb</i>)
DTL	detail (<i>noun</i>)
ESP	English for Special Purposes
F ²	February (<i>proper name</i>)
FOB	freight (free) on board (<i>noun phrase</i>)
HV	have (<i>verb</i>)
IS	International Sourcing
INCLD	including (<i>preposition</i>)
INFO	information (<i>noun</i>)
NIE	Newly Industrialising Economy
O	Object
PCS	piece, pieces (<i>noun</i>)
PKT	pocket (<i>noun</i>)
PLS	please (<i>interjection</i>)
PRGM	programme (<i>noun</i>)
PT	point (<i>noun</i>)
R	Rule
RE	regarding (<i>preposition</i>)
REF	reference (<i>noun</i>)
REV	revise (<i>verb</i>)
RP	Received Pronunciation
Rs	Result

RTN	return (<i>noun</i>)
S ^d	Signified
S ^r	Signifier
S ^{r'}	Signifier of an abbreviation
S _A	Sign A
TOEFL	Test of English as a foreign language
TOEIC	Test of English for international communication
SHPT	shipment (<i>noun</i>)
WHT	white (<i>adjective</i>)
WL	will (<i>auxiliary verb</i>)
WLD	would (<i>modal auxiliary verb</i>)
YR	your (<i>possessive adjective</i>)
Z _n	infinite number of signs

Tables and Figures

<i>Table 1</i>	Logic Categories - Comparison	page 6
<i>Table 2</i>	<i>TRADESPEAK</i> - 'Standard' Abbreviations	page 28
<i>Table 3</i>	Rules and customs for <i>TRADESPEAK</i> 's 'Standard' Abbreviations	page 67
<i>Figure 1</i>	Abduction-Model	page 5
<i>Figure 2</i>	The Saussurean Sign	page 9
<i>Figure 3</i>	Semiotic Triangle	page 10
<i>Figure 4</i>	Poststructuralist Semiotic Triangle	page 12
<i>Figure 5</i>	Components of the Speech Event	page 17
<i>Figure 6</i>	Functions of the Speech Event's Components	page 20
<i>Figure 7</i>	Bricolage Paradigm	page 50
<i>Figure 8</i>	Schematic Discourse Processing Model	page 56
<i>Figure 9</i>	Profile Comparison	page 78
<i>Figure 10</i>	Communication Sciences	page 83
<i>Figure 11</i>	Economic Semiotic Triangle	page 85

A Introduction

In the course of history, English has become the dominant *lingua franca* of intercultural interaction. About 600 million people world wide are either English native speakers or have at least some speaking ability in the English language.¹ With its basic inflection system, English has proved to be particularly accommodating to second language learners. It is a well adaptable language. English has been also called a “hybrid language”² giving its speakers the freedom and flexibility in use for their special purposes, especially business purposes. Business English is regarded as a key advantage and necessary condition for export oriented development and upward mobility in Asia.³ It is important to stress that these modified versions of English are

“(…) by no means [to be classified as] a pidgin speech. A pidgin English is a rudimentary impoverished use of English arising in situations when parties do not share a common language and when accurate grammatical English is not important.”⁴

Opinions diverge as to whether the feature ‘accurate grammatical English’ distinguishes Business English from pidgin English.. On the one hand, the view is held that only a balanced bilingualism enables successful and effective communication. English language assessment tests (TOEFL, TOEIC), for example, aim at determining a profile of the English proficiency required for educational purposes (TOEFL) or different job positions in a company (TOEIC)⁵. On the other hand, there is the ‘insider opinion’ of regarding problem solving skills and flexibility in language use as more relevant than abiding by rigid grammar rules and conventions.

The present study investigates a particular variety of Business English, here called *TRADESPEAK*. The study’s objective is to look ‘behind the scenes’ in order to attempt an initial understanding of what ‘sufficient English language proficiency in the

¹ Naoki Kameda, Jeremiah Sullivan, “English as the lingua franca of the Far East”, in: *Multinational Business Review*, 4 (1) Spring 1996, pp. 52 - 62 [ABI-Database copy], p. 5.

² Kameda, Sullivan, p. 10.

³ Anonymous, “Britannia rules Asia’s soundwaves”, in: *Corporate Location* (ABI-Database copy), p.1.

⁴ Kameda, Sullivan, p. 10.

⁵ Matthew Sindlinger, “An international business language”, in *Business Mexico*, 4 (1,2), 1994 [ABI-Database copy, p. 1].

workplace' actually means. This could also help in the development of a certain style of English which works best as a *lingua franca* in the world of business.

This interdisciplinary study is located in the fields Semiotics, Poststructuralism / Deconstruction and Intercultural Communication. Before the approach (II) is detailed, the situational framework will be outlined by describing the empirical background. The methodological framework and the first part of the empirical analysis (III), introducing two of three firms examined, will then be described. Dialogue is defined as a communication model of the Speech Event comprising the Speech Event's components and their corresponding functions. Discourse, the interactive counterpart to Dialogue, continues by introducing the Native / Nonnative perspective. This is followed by the second part of the empirical analysis and the concluding evaluation of the respective companies come in. At this point, the best adapted *TRADESPEAK* variety is specified and illustrated by a *Profile Comparison*. Finally, this thesis concludes with the presentation of further perspectives regarding *TRADESPEAK* and the new key qualifications.

B

TRADESPEAK

an interdisciplinary study of business communication in international trade deals

I. SITUATIONAL FRAMEWORK

The basis for this analysis is a collection of data especially carried out for investigating current business communication of international trade deals.⁶ This database contains recently written faxes of the trade proceedings of Asian firms located in the Southeast Asian NIEs⁷, China and the *Tiger States*⁸ in cooperation with each other as well as with North American and European concerns. Another relevant fact, relevant to the situational framework, can be seen in the branch of textile industry and trade with textiles and garments which belongs to one of the major Southeast Asian economic areas of business. Regions of production are the Portuguese province Macau, Hong Kong and the southern part of Guangdong Province in the People's Republic of China.

In contrast to the North American and European buyers, the manufacturers are small-to-medium sized, family-run firms which are organized according to the just-in-time principle, with production dependent on corresponding orders, no stock of raw materials or end products and lean operations, such as flat hierarchies of control. It is particularly the interdependencies between the business partners that deserve further observation. Suppliers on one side and buyers on the other are linked by middlemen who are either trading companies, traders or merchandising departments of the manufacturing companies themselves, typically consisting of two or three employees. These mediating teams, intermediaries and facilitators of deals interact across huge geographical and cultural distances. International trade proceedings mean global competition, complying with international quality standards and various, divergent governmental regulations between

⁶ For further details (also regarding access to the DATABASE which is located at the New Zealand Social Research Data Archive based at Massey University) see: Rolf D. Cremer, Mary J. Willes *The Tongue of the Tiger - Overcoming Language Barriers in International Trade* (Singapore, 1997), in the following quoted as *tongue*.

⁷ Southeast Asian Newly Industrialising Economies (NIEs) are: Indonesia, Malaysia, Philippines, Thailand.

⁸ Countries belonging to the *Tiger States* are: Hong Kong (China), Korea, Singapore, Taiwan (China).

the countries. As a consequence, each deal has to be negotiated individually, detailing every single step of the appropriate transaction.

“International trade runs on talk.”⁹

Considering the wide distances and the often complex proceedings in which faxes are the main medium of communication¹⁰ the previous statement may be expanded by

“International trade runs on fax.”¹¹

These faxes are, apart from the detailed Chinese cutting and stitching instructions noted down by the local work forces, entirely written in English. Thus, it is all the more surprising that the nonnative speaking correspondents’ level of proficiency in the English language appears to be no more than moderate. There are probably other key factors and skills involved in making the senior personnel capable of interpreting and working with these faxes in a successful manner.

II. APPROACH

This thesis focuses on a descriptive empirical analysis of international business communication constituting a special language variety. The following research strands are crucial in addressing this issue: (1) SEMIOTICS, (2) POSTSTRUCTURALISM - DECONSTRUCTION and (3) INTERCULTURAL COMMUNICATION.

II.1 Semiotics

Semiotics is, in general, the study of signs and their use, with signs being defined as the words and other expressions of a language which stand for other things.¹² The emphasis for the following, and also for the next chapters’ analysis, will be put on Ferdinand de Saussure’s *Structuralist School of Semiotics*¹³.

⁹ B. Cope and N. Solomon (1993), in: Rolf D. Cremer and Mary J. Willes, “Overcoming Language Barriers to International Trade: A Text-based Study of the Language of Deals”, in: *Journal Asian Pacific Communication* (Clevedon, 1994) vol. V, nr. 3, p. 1.

¹⁰ Cremer, Willes, *tongue*, 3.

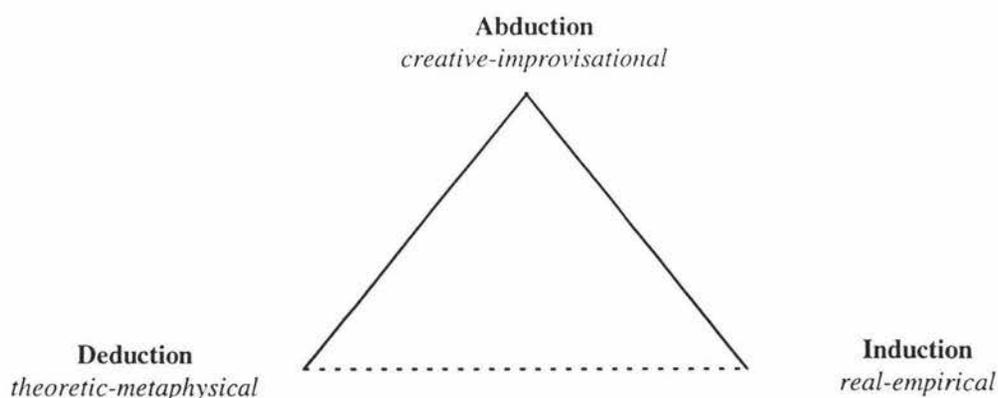
¹¹ Cremer, Willes, *tongue*, introduction.

¹² Greg Urban, “Semiotics and Anthropological Linguistics”, in: *International Encyclopedia of Linguistics* (New York, 1992) vol. III., p. 406.

¹³ Ferdinand de Saussure, *Course in General Linguistics*, transl. by Wade Baskin, Charles Bally, Albert Sechehaye and Albert Reidlinger (eds.) (London, 1974).

In addition to *Sociolinguistics* and *Interlanguage Pragmatics*¹⁴ delivering the methodological (micro-)framework, *Semiotics* outlines with main reference to Umberto Eco¹⁵ and Nancy Harrowitz¹⁶ the linguistic macro-structure of this argumentation. Particularly the present phenomenon of a to some extent cryptic way of communication requires special thought patterns in order to infer correct, or at least intended, meaning from the correspondent's message. *Figure 1* shows the two well established methods of reasoning **Deduction** and **Induction** complemented by another logic category that is extremely important to this study: **Abduction**.

Figure 1: Abduction - Model



Source: Modified version of Nancy Harrowitz, "Das Wesen des Detektiv-Modells. Charles S. Peirce und Edgar Allan Poe", in: *Der Zirkel oder im Zeichen der Drei. Dupin, Holmes, Peirce*, eds. Umberto Eco and Thomas A. Sebeok (Muenchen, 1985), p. 265, 267.

Whereas *Induction* only determines a value, a case **C**, for generalising bottom-up towards an overall valid rule **R** and *Deduction* merely develops the necessary consequences from this pure hypothesis *R* top-down towards that individual case *C* in order to indicate the observed fact, result **Rs**, *Abduction* constitutes the unique process of putting forward a hypothesis which introduces a completely new idea in a creative-improvisational way and explains it without ignoring extremes, contradictions and paradoxa. *Abduction* takes place

¹⁴ See chapters III.1 and III.2.

¹⁵ Umberto Eco, *A Theory of Semiotics* (Bloomington, 1976).

in between *Induction's* case/result focus and *Deduction's* rule/result emphasis and concludes with establishing a hypothesis which leads to a case *C* as the 'abductive conclusion' originated in this process of retroduction, presumption, ordinary argument and hypothesis. Charles Sanders Peirce¹⁷ characterises *Abduction* as a process in which the subject is confronted with an observed fact, result *Rs*, which needs explaining and which seems important. In order to explain the observed fact, he/she needs to come up with a 'known law' or 'rule of nature' or 'general truth', the abductive rule originated in experience, which will both explain the fact retroactively and hopefully reveal its relevance as well. *Abduction* is the step in between a fact and its origin; the instinctive, perceptual jump that allows the subject to guess an origin which can be tested out to prove or disprove the hypothesis. *Abduction* is a theory developed to explain the preexisting fact.¹⁸ *Table 1* illustrates the three logic categories by drawing a comparison:

Table 1: Logic Categories - Comparison

	Deduction	Abduction	Induction
I	R: All faxes from this file are undecodable.		C: These faxes are from this file.
II	C: These faxes are from this file	Rs: These faxes are undecodable.	
III	Rs: These faxes are undecodable.	C: These faxes are from this file.	R: All faxes from this file are undecodable.

Source: Modified version of Charles S. Peirce, *Collected Papers of Charles Sanders Peirce - Elements of Logic*, Charles Hartshorne, Paul Weiss (eds.) (Cambridge, 1965), vol. II, p. 374.

In summary, while *Induction* shows that something really has an effect (*rule R*) and *Deduction* conveys that something definitely must occur (*result Rs*), *Abduction* suggests

¹⁶ Nancy Harrowitz, "Das Wesen des Detektiv-Modells. Charles S. Peirce und Edgar Allan Poe", in: *Der Zirkel oder im Zeichen der Drei. Dupin, Holmes, Peirce*, eds. Umberto Eco and Thomas A. Sebeok (Muenchen, 1985), pp. 262-288.

¹⁷ Peirce is one of the leading figures of the *Pragmatic Tradition*, the counterpart to Saussure's *Formal Tradition*.

subtly that something may be (*case C*). *Abduction* does therefore combine as well features of *Deduction* as features of *Induction* in contrast to the disjunct relationship of the latter two; this configuration is symbolised by a broken line between *Deduction* and *Induction* in *Figure 1*. One could also claim that *Abduction* demonstrates the *case* by not proving it directly but showing the impossibility of denying it.

However, not only the methods of reasoning within sign systems have experienced elaboration but also the term *Semiotics* itself: **Semiology** signifies a broader understanding of sign systems, that is, its attempt can be seen in ‘reading the world as signs’, also expanding on aspects different from language as such, e.g. bodily gestures, facial expressions, fashion, clothing, spatial usages, ritual practices and expressive systems like arts for example.¹⁹ In consequence, *Semiology* can be interpreted as the study of the basic human activity of creating meaning which especially concerns the third element of this interdisciplinary approach, *Intercultural Communication*, and will therefore be more explicitly detailed there.

Further interdependencies exist between *Semiotics/Semiology* and *Poststructuralism*. One of the precursors of *Poststructuralist* is Roland Barthes²⁰ who started with a background in Saussure’s *Structuralism* and to whom references also in cultural context are going to be made.²¹ In fact, while Roland Barthes’ earlier work fully supports structuralistic maxims, his later phase, with *S/Z* as starting point, is regarded as typically poststructuralistic.²²

¹⁸ Charles S. Peirce, *Collected Papers of Charles Sanders Peirce - Elements of Logic*, Charles Hartshorne, Paul Weiss (eds.) (Cambridge, 1965), vol. II, p. 372-375.

¹⁹ Peter Greenaway’s film *The Pillow Book* visualises this aspect in a brilliant way, some critics already characterise his work as the epitome of a Semiotics’ film: “The movie is about ... the delights of literature, of bodies becoming books, and of books becoming bodies (...)”, (Philip French, *The Observer*, in: 21st International Film Festival August 7th-23rd Palmerston North, Downtown Cinema brochure, p. 24).

²⁰ Roland Barthes, *SZ*, translated by Juergen Hoch, 2nd edition (Frankfurt, 1994).

²¹ See chapter II.3, also Roland Barthes, *The Empire of Signs*, transl. by Richard Howard (London, 1983).

²² Jonathan Culler, quoted by Ann Jefferson, “Structuralism and Poststructuralism”, in: *Modern Literary Theory*, Ann Jefferson and David Robey (eds.) 2nd edition (London, 1993), p. 120.

II.2 Poststructuralism - Deconstruction

Poststructuralism characterises a variety of critical perspectives which in the 1970s displaced *Structuralism* from its prominence as the radically innovative way of dealing with language and other signifying systems.

In its extreme forms, the poststructural claim is that the workings of language inescapably undermine the meanings that they make possible, or else that every mode of discourse constructs or constitutes the very facts or truths that it claims to discover. Unlike the *Structuralist's* maxim of the existence of self-evident foundations guaranteeing the validity of knowledge and truth and establishing the possibility of determinate communication, *Poststructuralism* is posed in direct opposition to standard and inherited ways of thinking in all provinces of values and knowledge. Another claim is the decentering of the subject:

“(...) the human being is said to be a disunified self that is subjected to the uncontrollable workings of unconscious compulsions; or an unknowing conveyer of current forms of ideology; or a ‘site’ traversed by the ‘cultural constructs’ and the ‘discursive formations’ engendered by the structures of power in a given era.”²³

Especially in the intercultural context of international business communication this viewpoint will experience further elaboration in the course of the following chapters' discussion. The decentering of the subject, who is the writer of the text, leaves the reader, or interpreter, as the focal figure in poststructural accounts of **signification** processes, often designated as **Semiosis**²⁴. 'Text'²⁵ is seen as a structure of **signifiers** regarded merely as given for the reading process, that is, texts in their turn lose their individuality. This aspect, too, is reflected by *TRADESPEAK*'s often somewhat impersonal style, e. g. apart from concluding salutations there is no personal greeting, and this style will also be investigated more closely within the case studies of the empirical analysis later on.

Before the poststructural influence on *Semiosis* as a particular sign process between subjects about their world can be analysed, it is necessary to explain the notions

²³ Meyer H. Abrams, *A Glossary of Literary Terms* (Fort Worth, 1993), p. 260.

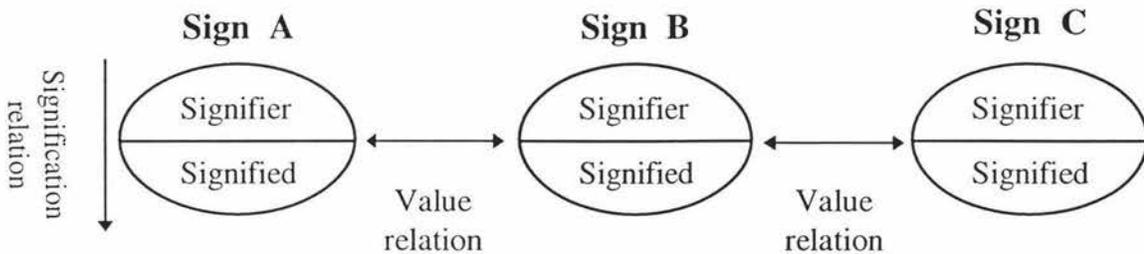
²⁴ Stuart E. Larsen, "Semiotics", in: *The Encyclopedia of Language and Linguistics*, R. E. Asher and J. M. Y. Simpson (eds.) (Exeter, 1994) vol. 7, pp. 3824, 3826, 3830.

²⁵ **Text** is defined as "a piece of *spoken* or *written* language which may be of considerable length, e.g. a sermon, a novel or a debate, or which consists of just one word, e.g. Danger on

signification, signifier etc. first. Reverting to Saussure's *Structuralism*, and hereby to the definition of signs, provides the basis for developing the poststructural focus in this thesis.

Figure 2 shows the fundamental scheme of sign conception:

Figure 2: The Saussurean Sign



Sources: Greg Urban, "Semiotics and Anthropological Linguistics", in: *International Encyclopedia of Linguistics* (New York, 1992) vol. III, p.406.

In the Saussurean tradition **signs** are constituted by a dyadic relationship between a **signifier S^r** (formal sign vehicle) and a **signified S^d** (contained meaning). Its main maxim states that **signification** is not the product of a positive or 'motivated' connection between *signifier* and *signified*, but rather of the contrasts between signs or **values**, out of which *signification* originates. Thus, the meaning of the word 'Letter of Credit' is not to be sought in the connection between a linguistic form (the word itself) and the non linguistic world (the actual document opened by the buyer through two or more banks in favour of the manufacturer²⁶) which is symbolised as **object (O)** in *Figure 3*, but in the relationship between 'Letter of Credit' and 'Bill of Lading', 'Certificate of Origin', 'Purchasing Order', 'Packing List', 'Export Licence', 'Confirmation's Request', 'Invoice' etc. The meaning of the *signifier* can therefore be found in the distribution of the component 'sign' within the sign system of language.

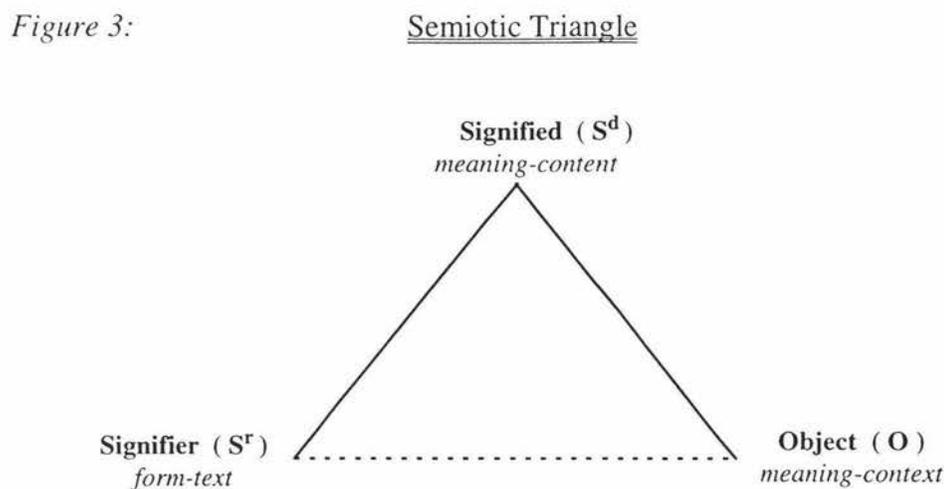
The cultural anthropologist and linguist Claude Levis-Strauss describes signs as relational entities which gain their identity by their relationship of differences from, and binary

a warning sign" [*Longman - Dictionary of Applied Linguistics*, Jack Richards, John Platt and Heidi Weber (eds.) (Essex, 1985), p. 292; in the following quoted as *Dict. Appl. Ling.*].

²⁶ Cremer, Willes: *tongue*, chapter 2.4.1.

oppositions to, other elements within the ‘interpretative community’ or cultural system.²⁷ Again, the interdependencies between the disciplines *Semiotics*, *Poststructuralism* and *Culture* have become obvious.

The immanent dichotomization of the sign and its relation to an arbitrary object (real, non-linguistic world) is visualized by the **Semiotic Triangle** (Figure 3):



Sources: Modified version of Charles K. Ogden and Ivor A. Richards, *The Meaning of Meaning - A study of the influence of language upon thought and of the science of symbolism* (New York, 1946), p.11; John Lyons, *Linguistic Semantics - An Introduction* (Cambridge, 1995), p. 27.

Although the *Semiotic Triangle* itself must not be seen as congruent with the *Abductive-Model* (Figure 1), its immanent concept is the same. Firstly, as *Deduction* relates to a theoretic-metaphysical level, this abstract concept also matches the form vehicle *signifier* in the actual text. Secondly, since *Abduction* constitutes the creative-improvisational way of inferring on a intuitive level, this associating concept reflects the mental pattern and meaning-content feature of the *signified*. Thirdly, because of *Induction*'s real-empirical level, this material-physical concept applies to the meaning-context relation of the *object* in the non-linguistic world.

Apart from these analogies, however, the broken line at the bottom has now a different meaning. This time, the broken line does not symbolize the diametrical opposition (like in *Figure 1 Deduction and Induction*) but rather the fact that a direct ‘organic connection’

²⁷ Claude Levi-Strauss, *Structural Anthropology* (Harmondsworth, 1968).

between *signifier* and *object* simply does not exist. Yet, there is an element, the *signified*, bridging the gap in an indirect way: The *signified* brings the different values of the various *objects* into relation to each other; it is a selecting, mental map which enables by creating a conceptual meaning the attribution of the appropriate object to the initiating, autonomous *significant*. For example, the mental picture of the 'Letter of Credit' as a means of Trade Finance, which normally comes into being once the order is confirmed, sets up a differentiating contrast to all the other trade documents mentioned above and identifies, 'signifies', the *signifier* 'Letter of Credit' among all other formal, linguistic dimensions.

Saussure's *Structuralism* as the formalistic, algebraic strategy of *Semiotics* assumes a non-contradictory object description by signs as functional units and claims to obtain true knowledge. According to the Saussurean scheme there is merely one way in which a sign can accomplish a communicative task. Although Saussure's concept of the structure of language has been clearly recognised and extremely appreciated as a crucial milestone and relevant starting point for diverse linguistic theories, it has undergone a particular qualification by poststructuralist trends: The French thinker Jacques Derrida²⁸ was the originator of **Deconstruction** and also coined this term. Influenced by the German philosophers Friedrich Nietzsche and Martin Heidegger as well as psychoanalyst Sigmund Freud, Jacques Derrida vehemently objected to structuralist 'hard-core' formalism.²⁹ *Deconstruction* is not a mode of literary criticism but a way of reading all types of texts in order to reveal and expose the underlying metaphysical presuppositions and stereotypes of Western thought. It is directed towards exposing unquestioned metaphysical assumptions and internal contradictions.

"*Deconstruction* is not synonymous with *destruction* ... The de-construction of a text does not proceed by random doubt or arbitrary subversion, but by the careful teasing out of warring forces of signification within the text itself. If anything is destroyed in a deconstructive reading, it is not the text, but the claim to unequivocal domination of one mode of signifying over another."³⁰

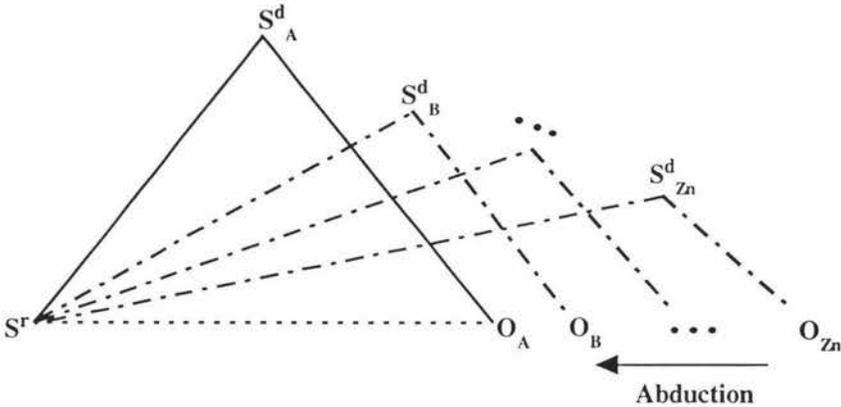
By a differential play of conflicting internal forces, text disseminates into an indefinite range of self-conflicting significations. In contrast to the implications of *Structuralism* the

²⁸ Jacques Derrida, *Of Grammatology*, translated by Alan Bass (Baltimore, 1976), *Writing and Difference*, translated by Gayatri Chakravorty Spivak (London, 1978), *Speech and Phenomena*, translated by David B. Allison (Evanston, 1973).

²⁹ Abrams, p. 225.

deconstructive strategy (or poststructural view in general) sees text as a chain of signifiers whose seeming determinacy of meaning, and seeming reference to an extra-textual world are illusory effects of those conflicting internal forces. This phenomenon of a signifier's polyvalent relation to an even infinite variety of signifieds and their correspondingly referring objects could be depicted by *Figure 4*:

Figure 4: Poststructuralistic Semiotic Triangle



Source: Modification of *Figures 1-3*.

As can be seen in the modified *Figures 1-3*, the **Poststructuralist Semiotic Triangle** attempts to illustrate the ceaseless (index 'Zn' stands for infinity) play of (mostly) irreconcilable, contradictory and multiple meanings. The distinctive poststructural/deconstructive point of view is that no text can mean what it seems to say. The inevitable result is an " ... aporia of vertiginous possibilities."³¹ Jacques Derrida suggests for this a 'double reading' consisting of a preliminary 'provisional reading' and the more detailed 'critical reading' which he describes as **Bricolage**³². The French term *Bricolage* means 'makeshift repair' or 'tinkering about something' and is a playful, improvisational and creative way to encounter the open, flexible characteristic of text. *Figure 4* shows this dynamic process of breaking up the unstable system of text by *Abduction* which exactly fulfils the requirements of tackling this complex system. The

³⁰ Barbara Johnson, *The critical Difference* (Baltimore,1980), p. 5.

³¹ Abrams, p. 229.

consequences of this new concept for the actual communication situation will be explicated by the third pillar upon which the macro-structure of this thesis manifests itself: *Intercultural Communication*.

II.3 *Intercultural Communication*

Among numerous definitions of **Culture**, the notion of a total set of beliefs, attitudes, customs, behaviour, social habits etc. of the members of a particular society seems to be the most comprehensive one. **Intercultural Communication** deals, as a part of *Cultural Studies*, critically and analytically with both the production and reception of all forms of cultural institutions, processes and products.³³ *Trade* can be seen as one of many types of those 'symbolic constructions'.

The main concern of *Cultural Studies* and *Intercultural Communication* lies in identifying the role, as well as the historical changes, of the social, economic and political forces and power-structures that produce, sustain and propagate the meanings, 'truth', value and relative status of diverse cultural phenomena and their institutions.

The developed understanding of text as an open, dynamic and flexible system evokes some aspects derived from the *Pragmatic Tradition* as the counterpart to Saussure's *Formal Tradition*.³⁴ Processes like *Abduction*, *Bricolage* confirm the pragmatic view of *signification* according to which an object is integrated into a sign process in such a way that new knowledge concerning the object can be manifested in a new sign that can be a word, an act, an image etc.³⁵ The goal is meaning and not logical truth value, which is only one special type of meaning, integrated in more important and multidimensional effects of meaning produced by semiotic activity in everyday life. Thus, the inferential process can never be reduced to a formal structure alone but contains inevitably nonformal elements which are designated as **discourse**³⁶. Following the poststructuralist tendency to replace the term 'text' with *discourse* and considering also social and psychoanalytic criticism of *discourse*, the subversion of the apparent meaning to the

³² Jacques Derrida, "Structure, Sign and Play in the discourse of the human sciences", in: David Lodge, *Modern Criticism and Theory* (London, 1988), p. 114, (in the following quoted as *structure*).

³³ Abrams, p. 253.

³⁴ Larsen, pp. 3824f.

³⁵ See also *Semiology's* expanded definition of the term 'sign', chapter II.1.

³⁶ **Discourse** is defined as "a general term for examples of language use, i.e. language which has been produced as the result of an act of communication." (*Dict. Appl. Ling.*, p. 83.) For the

unstable and self-conflicting nature of language itself is only one influencing determinant; the second source of impact on discourse's undecidability can be seen in the next triad:³⁷

- ❖ psychological impact
- ❖ ideological influence
- ❖ discursive necessities

These forces lead to a further distortion, displacement or total 'occlusion' of the real meaning of discourse which can be respectively as follows:

- ❖ the writer's psychological and psycho-linguistic compulsions
- ❖ the material realities of history
- ❖ the social power-structures of domination, subordination and marginalisation that obtained when the discourse was written (or spoken)³⁸

Dealing with business communication involves necessarily divergent, temporarily shifting power positions depending on dimensions like size, corporate identity of the enterprise, benchmarking (position at the market in comparison to competitors which, for example, has impact on demand elasticity, that is the flexibility of the buyers) or the stage of the deal already reached until a certain point of time. Also technological aspects such as the quality of the fax machines or sufficient, clearly organized extension connections etc. play a certain role which should not be underestimated, nor should the relevance of human capital which is constituted by the employees' level of education, working experience, team skills etc. How far the global perspective of an *international* business communication determines discourse, is going to be examined in the following chapters.

After having introduced the notion *discourse* and therefore established a communication situation, the argumentation now focuses on transferring the previous chapters' results, which have proved valid for texts to the new pivotal point, discourse as conversational

present investigation, 'discourse' refers to both spoken and written communication (conversational exchange).

³⁷ Abrams, p. 262.

³⁸ Abrams, p. 262.

exchanges. What ethnologist Clifford Geertz³⁹ in his readings of cultural systems in the light of 'polyvalence of signs' puts into practice, Jacques Derrida describes as

"(...) discourse is a field not of finite meaning but of infinite play."⁴⁰

This infinite play is influenced by unconscious reactions since at the instant of speaking the intended meaning of an utterance may be not fully present in the addressor's consciousness and may be not immediately understood by the recipient. Furthermore, all the formal features and meanings apparently found in a *discourse* are projected into printed marks by each individual communicant; any agreement about meaning between two individuals depends on their belonging to a single one among many 'interpretative communities'. This common understanding of a particular $S^d_A - O_A$ relation is not necessarily self-evident. Especially in inter-cultural encounters one *signifier* S^r_A can be associated with divergent *signifieds* (S^d_B , S^d_C ... etc.). Unless processes like *Abduction*, *Bricolage* are applied in order to reach a common meaning, no consensus will be attained.

In summary, *discourse* depends on a mutual agreement upon how signs are understood which can only be achieved if the dynamic nature of signs, the interchange of beliefs, attitudes, sentiments are taken into consideration. Although the tendency to develop the research strands from *Structuralism* towards *Pragmatism* has been followed, this will not be extended to *New Pragmatism*⁴¹ according to which the possibility of controlling and constraining the 'independent language-games' constituting *discourse* by theoretical frames and the efficacy of theory on practice, in general, are negated. Consequently and in contrast to *New Pragmatism*, one aim of this thesis is to reveal the underlying rules of *TRADESPEAK*, its 'structure' as well as its common set of principles and vocabulary by means of theoretic models that constitute the methodological framework.

III. METHODOLOGICAL FRAMEWORK AND EMPIRICAL ANALYSIS

In analogy to the derivation of the notion *discourse* from the system 'sign/text', the particular discourse characterized by the empirical analysis's case studies of

³⁹ Clifford Geertz, *Dichte Beschreibung - Beiträage zum Verstehen kultureller Systeme* (Frankfurt, 1995).

⁴⁰ Derrida, *Structure*, p. 107.

⁴¹ W. J. Thomas Mitchell (ed.) *Against Theory: Literary Studies and the New Pragmatism* (Chicago, 1985).

TRADESPEAK is going to be outlined, first, by a comprehensive communication model using the term ‘dialogue’⁴². Second, the focus switches from ‘dialogue’ to the actual *discourse* using the sociolinguistic discourse model [chapter III.2.a)] and then to interlanguage-pragmatic discourse model [chapter III.2.b)] which takes particularly the nonnative speaker situation into account.

III.1 Dialogue - a communication model of the Speech Event

III.1.1 Components of the Speech Event

So far it has become obvious that the sign system ‘language’ is not an abstract object but is constituted through and related to the act of communication as a conversational exchange. This pragmatic ‘means-ends’ relation requires a model of language in operation, a model which takes the interpersonal and, thus, intersubjective quality of language into consideration. The psychologist Karl Buhler⁴³ generated a tripartite schema of *the speech events* as necessarily encompassing the following three factors:⁴⁴

- | | |
|-----------------|----------------------------|
| 1) a speaker | (an encoder, an addressor) |
| 2) an addressee | (a decoder) |
| 3) context | (a thing referred to) |

*Speech events*⁴⁵ are particular instances when people exchange speech.⁴⁶ Roman Jakobson⁴⁷, viewing language as a system of systems suited to various communicative goals, complemented this fundamental schema with four additional factors as *Figure 5* shows:

⁴² ‘dialogue’, in this thesis, is to be defined as ‘model conversation’ (see also *Dict. Appl. Ling.*, p. 81), in contrast to ‘discourse’ reflecting the ‘real world’ situation.

⁴³ Karl Buhler, “Die Axiomatik der Sprachwissenschaft”, *Kant-Studien* (Berlin, 1933) vol. 38, pp. 19-90.

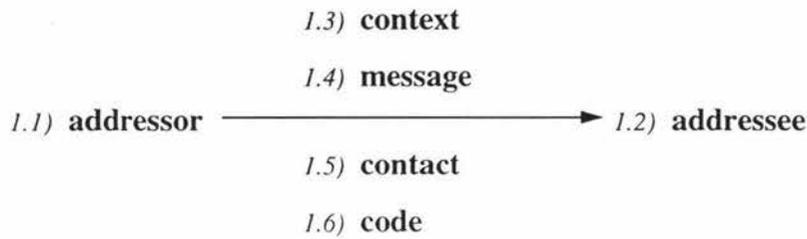
⁴⁴ Karl Buhler, *Sprachtheorie* (Stuttgart, 1965; reprint of Jena, 1934).

⁴⁵ *Dict. Appl. Ling.*, p. 267.

⁴⁶ In this thesis, ‘speech’ refers to both spoken and written language; see also: John D. M. H. Laver, “Speech”, in: *The Encyclopedia of Language and Linguistics*, R. E. Asher and J. M. Y. Simpson (eds.) (Exeter, 1994) vol. 8, p. 4101.

⁴⁷ Roman Jakobson, *On Language*, Linda R. Waugh, Monique Monville-Burston (eds.) (London, 1990).

Figure 5: Components of the Speech Event



Source: Modified version of Roman Jakobson, *On Language*, Linda R. Waugh, Monique Monville-Burston (eds.) (London, 1990), p. 16.⁴⁸

Language as a means of communication is learnt and maintained through dialogue (exchange of linguistic messages)⁴⁹ and operates between 1.1) **addressor** and 1.2) **addressee**. Dialogue is, on the one hand, the production and sending of a 1.4) **message** by the *addressor* which is called *Encoding* and, on the other hand, *Decoding*, that is the reception and comprehension of this message in the appropriate 1.3) **context** by the *addressee*. This *context* is also identifiable as ‘referent’⁵⁰ which is nothing else than the *object (O)* referred to in the *Semiotic Triangle*. In order to make the message capable of coming across, a physical channel and psychological connection between *addressor* and *addressee* is needed: The fifth speech event component 1.5) **contact** enables both of them to enter and stay in communication. Finally, a fully or at least partially common 1.6) **code** provides the prerequisite for a successful understanding by the addressee. *Code* is defined as

“(…) a language or language variety in a particular community ... any system of signals which can be used for sending a message ... as are a natural language (...) Morse code, braille and sign language.”⁵¹

⁴⁸ Jakobson’s model has been modified in so far as, firstly, ‘speaker’ was exchanged by the more general notion *addressor* and, secondly, an arrow directed from *addressor* to *addressee* was added.

⁴⁹ Saussure refers to this exchange of linguistic messages by the term ‘parole’ which is going to be more detailed in the dichotomy ‘langue - parole’ later on.

⁵⁰ Jakobson, p.73.

⁵¹ *Dict. Appl. Ling.*, p. 42.

TRADESPEAK with its reduced vocabulary and special abbreviations can be interpreted as a **restricted code**⁵², however, the latter's typical feature of shared attitudes and expectations must, in the present case of *TRADESPEAK*, not be seen in a common cultural background but rather in the **genre** of business communication in international trade.⁵³ 'Genre' signifies a particular category of speech events regarded by the speech community as "(...) being of the same type".⁵⁴ Genre analysis is, especially in the field of *English for Specific Purposes* (ESP)⁵⁵, of great importance. Thus, a more specific definition describes 'genre' as

"(...) a more or less standardised communicative event with a goal or a set of goals mutually understood by the participants in that event and occurring within a functional rather than a social or personal setting."⁵⁶

Yet, there is called into question the idea that the existing intuitions about 'genres' are supported by linguistic evidence alone; the suggestion that a more promising approach to genre analysis would correlate both linguistic features of texts and features of human cognition⁵⁷ will be followed here in this thesis instead.

Consequently, when analyzing *code* as a system of underlying rules and common principles, one also has to bear in mind the polarity of language which makes the *message* the counterpart to *code*. *Message* is the actual realization and practical transfer of the theoretic basis *code*. It may not always be stated in verbal form but can be conveyed by other means, for example a wink or gestures.

⁵² Basil Bernstein, *Class, Codes and Control: Theoretical Studies towards a Sociology of Language* (London, 1971) vol. I, p. 149.

⁵³ In this specified *genre*, the technical term 'register' would also apply as it designates a *speech variety* used by a particular group of people, usually sharing the same occupation or the same interests. (*Dict. Appl. Ling.*, p. 149).

⁵⁴ *Dict. Appl. Ling.*, p. 122; examples for 'genres' are: prayers, sermons, conversations like doctor-patient interactions in casualty wards, songs, novels, speeches like technical displays, letters or accounts like dictated postoperative surgery reports (see also Swales, footnote 56).

⁵⁵ *English for Special Purposes* (ESP) is defined as "(...) the role of English in a language course or programme of instruction in which the content and aims of the course are fixed by specific needs of a particular group of learners." For example courses in English for Academic Purposes, English for Science and Technology, Business English etc. (*Dict. Appl. Ling.*, p. 94)

⁵⁶ John Swales, *Genre Analysis: English in Academic and Research Settings* (Cambridge, 1990), p. 10.

⁵⁷ See also Kirsten Malmkjaer, "Genre analysis", in: *The Linguistics Encyclopedia*, Kirsten Malmkjaer, James M. Anderson (eds.) (London, 1991), p. 177.

The polarity has been described by many dichotomous expressions such as ‘system - usage’, ‘competence - performance’, ‘type - token’ or ‘langue - parole’.⁵⁸ The latter notion was applied by Saussure⁵⁹ who conceived ‘langue’ as a potential value logically opposed to its realized value ‘parole’. Having the pattern “who” and “to ring”, its conjugations, the order subject-predicate as well as the interrogative intonation in mind, the materialization of this *code* takes place in asking the actual question “Who rang?”.

Jacobson reexamined the further implications of the linguistic antinomy ‘langue - parole’. In contrast to the prevailing view that ‘langue’ represents the social, conform and static aspects and ‘parole’ the individual, non-conforming and dynamic ones, Jacobson claims that ‘langue’ as well as ‘parole’ comprise both mutually opposing forces respectively. ‘Langue’, therefore, can show individual, subjective facets, too. The norm, the collective value, is not only social, intersubjective in nature; it is not uniquely collective:

“Each of us has, in addition to general linguistic and cultural practices that are imposed on us by the community, a number of personal habits. ... Certain words have in personal usage a meaning that is constantly at variance with the collective norm. This means that the linguistic values approved by collective consent still need the personal consent of the speaker.”⁶⁰

Thus, ‘parole’, in Jacobson’s model called *code*, also contains individual elements. Since ‘parole’, or *message*, is responsible for the functioning of *code* in conversation as a bilateral act, there are similar links regarding the social aspect. *Message* is not only dependent on individual usage; it is intersubjective as sending implies receiving. In speaking/writing, one wants to be understood, one adapts to one’s listener/reader, and the latter, in order to understand, tries to adapt to the speaker/writer. The listener/reader does not limit him-/herself to comprehension, to interpretation, however, but he/she also replies in return. Consequently, conversation is to be seen as an alternation of questions and answers, statements and replies, which leads to the understanding of *message* combining both individual and social aspects.

⁵⁸ Jacobson, p. 80.

⁵⁹ Ferdinand de Saussure, *Course in General Linguistics*, transl. by Wade Baskin, Charles Bally, Albert Sechehaye and Albert Reidlinger (eds.) (London, 1974). pp. 13, 15.

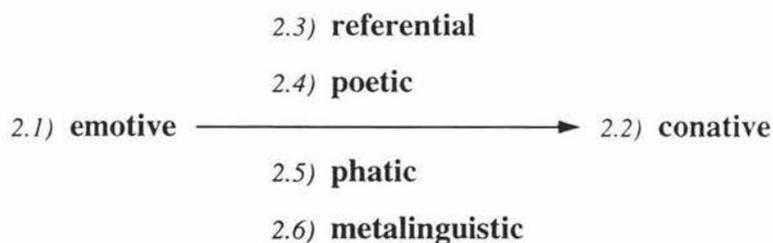
⁶⁰ Jacobson, p. 90.

In the present study of *TRADESPEAK* this polarity of language will be expressed by the notions *Ritual*⁶¹, representing the conform, static, closed and normative point of view, and *Improvisation* taking the non-conforming, dynamic, open and flexible complexion into account. However, this diametrical opposition is not supposed to stand for either *code* or *message* but to focus on language as a whole, as an entity. The dichotomy *Ritual* and *Improvisation* will unfold a spectrum having *Ritual* as closely related to *Standard English / RP* on one side of the scale and *Improvisation* as ‘floating signs’ manifested by extensive use of abbreviations on the other. A detailed classification is going to be made within the empirical analysis later on.

III.1.2 Functions of the Speech Event’s Components

Jacobson’s integrated view of the act of communication comprises apart from the components of the speech event also their functions which are depicted by *Figure 6*:

Figure 6: Functions of the Speech Event’s Components



Source: Modified version of Roman Jakobson, *On Language*, Linda R. Waugh, Monique Monville-Burston (eds.) (London, 1990), p. 16.

III.1.2.a) THE ADDRESSOR’S EMOTIVE FUNCTION

Each component of the speech event is a corresponding function inherent indicated by the common number of each pair. Accordingly, the *2.1) emotive* function is related to *1.1) addressor* and aims a direct expression of the *addressor’s* attitude toward what he/she is speaking/writing about. It is an ‘expressive’ function tending to produce an impression of a certain emotion, either true or feigned; the latter option is also a reason for preferring

⁶¹ This term will be detailed together with the functions of the *speech event’s* components.

the term *emotive* to 'emotional'.⁶² One obvious characteristic of the purely *emotive* stratum in language is presented by interjections. The following example, taken from a *TRADESPEAK* correspondence,⁶³ illustrates, firstly, the *emotive* function of the speech event:

⁶² Jacobson, p. 73.

⁶³ Cremer, Willes, *tongue*, pp. 15,16; this complaint fax was written by a Canadian company, based in Toronto and subsidiaries in Hong Kong, Singapore and Panama, to SONGSTER, one of the Macau firms whose business communication is going to experience a detailed investigation in the evaluation of the empirical analysis, chapter IV.

F A X I

WHAT IS GOING ON OVER THERE?

FELICIA CALLED AGAIN TODAY AND IS HAVING ANOTHER HEART ATTACK BECAUSE THE FAX FROM S.Y. WONG / M.F. KONG / PRISCILLA DATED 91/12/17 DOES NOT MAKE ANY SENSE !!!

ON HER FAX # 8019 PAGE 1 DEC. 05 1991, SHE HAS STATED VERY PLAINLY THAT SHE HAS DECIDED TO PROCEED WITH GROUP # 3, GROUP # 7 AND STUDIO J GROUP # 5 ONLY !!!

NOW SHE HAS RECEIVED YOUR FAX THAT IS TELLING HER ALL ABOUT THESE OTHER GROUPS THAT ARE NOT PART OF YOUR BUSINESS WITH HER. MOREOVER, YOU MAKE NO MENTION OF GROUP # 7 THAT SHE DID WANT YOU TO DO.

MOREOVER YOU CALL THE COLORS NAMES THAT SHE HAS NEVER HEARD OF.

GROUP # 5 YOU MENTION TURQUOISE. THERE IS NO SUCH THING IN GROUP FIVE. AS YOU CAN IMAGINE SHE REALLY HAS LOST FAITH AGAIN. I DON'T KNOW HOW MANY CHANCES WE ARE GOING TO GET. BUT ENOUGH IS ENOUGH!!

PLEASE HAVE YOUR FACTORY DO THIS RIGHT. PLEASE ASK THEM NOT TO ABBREVIATE SO MANY WORDS THIS JUST MAKES IT IMPOSSIBLE FOR ANYONE IN CANADA TO UNDERSTAND. WE ARE NOT SECRET AGENTS . JUST AGENTS.

PLEASE CALL FELICIA AGAIN AND TELL HER THAT WE ARE NOT CRAZY MAYBE SHE WILL STILL LET US DO THEIR PRODUCTION IF YOU CAN GET YOUR FACTORY TO UNDERSTAND WHAT SHE NEEDS. DO YOU HAVE ALL THESE MISUNDERSTANDINGS WITH THE UNITED STATES AS WELL? IF NOT, WHY?

CAN YOU CONFIRM THAT THE SHIRTS FOR L.M. ARE STILL BEING PRODUCED?

BEST REGARDS

In spite of the FAX I's 1.3) *context* which becomes obvious due to the current trade deals⁶⁴ mentioned, its 2.3) *referential* function is not supposed to monitor any of these trade deals. The emphasis is rather centered on the *emotive* function, bringing across the addressor's anger, and does not at all focus on the fax's purely informative purpose. It is to be seen as a complaint fax on behalf of a colleague (Felicia) in order to point out the prevailing confusion and puzzling contradiction in the handling of transactions. The virtually incomprehensible, often as wilfully obscure perceived language of the Macau firm was almost impossible for the Canadian buyer to interpret. Interjections like

"BUT ENOUGH IS ENOUGH !!"⁶⁵

or the emphatic construction

"(...) THAT SHE DID WANT YOU TO DO."⁶⁶

reveal the addressor's true opinion and emotional state of irritation, anger and beginning intolerance of the current situation.

Despite the distinction of six basic aspects of language, there is, however, scarcely only one function. The diversity, thus, lies not in a monopoly of some of these several functions but in a different hierarchical order of functions. So far, it has become evident that, firstly, the *emotive* function of the present fax is entitled to claim the predominant status in this hierarchy.

III.1.2.b) THE MESSAGE'S POETIC FUNCTION

Furthermore, there is also the 1.4) *message's* function which deserves further evaluation. The transition from the *emotive* function to the 2.4) **poetic** (or 'aesthetic') function is fluent as the following example clarifies:

"PLEASE HAVE YOUR FACTORY DO THIS RIGHT.

PLEASE ASK THEM NOT TO ABBREVIATE SO MANY WORDS (...).

PLEASE CALL FELICIA AGAIN (...)." ⁶⁷

⁶⁴ The, especially in the field of business communication relevant, *speech event's* component 3) *context* and its corresponding 3) *referential* function are going to be discussed in this chapter later on.

⁶⁵ See the 17th line of FAX I.

⁶⁶ See the 11th line of FAX I.

On the one hand, the writer wants to stress the urgency of his / her appeal, an *emotive* function, by repeating the word 'PLEASE' in succession; on the other hand, by doing that, the addressor simultaneously uses elements typical for the *poetic* function of language. He/she embellishes his / her *message* by particular *poetic* 'ornaments', in this specific case **anaphora**, in order to achieve the special effect of stressing the urgency of the *message* and how eager the addressor is to get this *message* across. The term **anaphora** signifies a rhetorical figure of repetition in which the same word or phrase is repeated in (and mostly at the beginning of) successive lines, clauses, or sentences."⁶⁸

Business communication certainly does not belong to poetics, but even then the *poetic* function of the *message* still plays an important role; for example, an addressor may avoid certain forms or certain words that are accepted by society but seem aesthetically unacceptable to him/her for whatever reason. This 'individualised' system of collective values has already been mentioned in connection with 'langue' or *code*.

Up to now, there has been discussed merely one feature of **figurative language**, that is *figures of speech* or, synonymously, 'rhetorical figures', 'scheme' (from the Greek word for 'form');⁶⁹ apart from the syntactical order or pattern of words, the other feature comprises means which cause a conspicuous change in what is taken to be 'standard meaning' or 'literal meaning',⁷⁰ of the words: 'Tropes' (signifying 'turns', 'conversions').⁷¹ 'Tropes' can be characterized as *figures of thoughts* which deviate from the standard significance. Therefore, the sentence

"FELICIA (...) IS HAVING ANOTHER HEART ATTACK (...)"⁷²

is not supposed to be understood in its literal sense but rather as a metaphoric statement. In a **metaphor** a word or a phrase which in literal usage denotes one kind of thing or action is applied to a completely different kind of thing or action, without asserting

⁶⁷ See the 18th and 22nd lines of FAX I.

⁶⁸ Chris Baldick, *The Concise Oxford Dictionary of Literary Terms* (Oxford, 1990), p. 10.

⁶⁹ Abrams, p. 66;

'scheme' designates the underlying structure which accounts for the organisation of a dialogue and constitutes the ways in which *context* an *message* are linked together.

⁷⁰ John R. Searle, *Expression and Meaning: Studies in the Theory of Speech Acts* (Cambridge, 1979), chapter 5.

⁷¹ Abrams, p.66.

⁷² See the 2nd and 3rd lines of FAX I.

comparison.⁷³ In this example, the writer wanted to stress Felicia's seriously annoyed reaction to the fax; a literal understanding was not intended, though, a nonnative speaker could probably be inclined to draw a completely wrong conclusion about Felicia's state of health. In a foreign language the idiomatic interpretation of such *hyperbolic*⁷⁴ expressions of *irony*⁷⁵ can easily fall prey to misunderstandings, often with severe consequences for the trade deal itself.

Irony also influences the next extract from FAX I:

"WE ARE NOT SECRET AGENTS. JUST AGENTS."⁷⁶

The Canadian writer is ironically hinting at the fact that the usual procedure of deciphering the cryptic faxes sent from Macau resembles to some extent the challenges of secret agents than the tasks of agents occupied in the merchandising profession. Simultaneously, he/she implies to some extent the tactics, that have also been used in detective models,⁷⁷ regarding special processes of *Abduction*. These tactics are going to be examined in the *conative* function of the *speech act's* component *addressee* later on.

Moreover, the *pun*⁷⁸ in the previous extract of FAX I includes not only features of *tropes* but also *rhetorical figures*. By choosing a cryptic *paratactical* style, which is marked by the juxtaposition of clauses and sentences, the writer achieves an effect of abruptness because the relationship between one statement and the next is not made explicit;⁷⁹ in the previous example the contrast between the two 'sentences' could be indicated, for instance, by the conjunction 'BUT'. Apart from the disjointedness, the unconnected 'sentences' prove also to be incomplete in so far as the second part 'JUST AGENTS' is

⁷³ Abrams, p. 67;

if there is a function word asserting comparison involved the *figure of thought* is called 'simile'.

⁷⁴ *hyperbolic* (noun: **hyperbole**) also belongs to *figures of thought* and refers to "(...) bold overstatement, extravagant exaggeration of fact or of possibility." (Baldwick, pp. 103, 104).

⁷⁵ **irony**, too, is classified as a *figure of thought* by "(...) a statement in which the meaning that a speaker implies differs sharply from the meaning that is ostensibly expressed." (Abrams, p. 97).

⁷⁶ See the 21st line of FAX I.

⁷⁷ Harrowitz, pp. 262-288.

⁷⁸ The notion **pun** signifies "a play on words that are either identical in sound (...) or very similar in sound, but sharply diverse in meaning." (Abrams, p.173); examples for a special *pun* (equivoque) in a bank teller's setting: "He checked his cash, cashed in his checks (...)." (Abrams, p. 173).

⁷⁹ Baldwick, p. 161.

concerned. It does not fulfil the criteria of a *sentence*⁸⁰ because it does not have a subject-predicate structure consisting of an *independent clause*⁸¹ with a *finite verb*⁸²; it does not make sense on its own which suggests introducing the *rhetorical figure ellipsis*. *Ellipsis* designates

“(…) the omission from a sentence of a word or words that would be required for complete clarity but which can usually be understood from the context.”⁸³

Thus, the second part of the previous fax extract could be expanded into ‘*WE ARE JUST AGENTS.*’

However, not only the native speakers apply elliptical omissions but also the nonnative speakers use rather cryptic abbreviations, occasionally much to the native speaker’s chagrin (as has become all too obvious from FAX I). In the following, some representative fax samples of the Macau firm ‘*SONGSTER*’, which was addressed by FAX I, are going to be examined in the perspective of the *poetic* function of language. This also gives an idea what *TRADESPEAK* is actually about.

⁸⁰ **sentence** designates “the largest unit of grammatical organisation within which parts of speech (e.g. nouns, verbs, adverbs) and grammatical classes (e. g. word, phrase, clause) are said to function.”(*Dict. Appl. Ling.*, p. 255)

⁸¹ **clause** signifies “a group of words which form a grammatical unit and which contain a subject and a finite verb. A clause forms a sentence or part of a sentence and often functions as a noun, adjective, or adverb.”(*Dict. Appl. Ling.*, p. 39); A *clause* differs from a *phrase* (also a group of words constituting a grammatical unit) which does not contain a finite verb and a subject-predicate structure. An **independent clause** is a *clause* which can be used on its own.

⁸² The term **finite verb** means “a verb which is marked to show that it is related to a subject in person and/or number and which shows tense.” (*Dict. Appl. Ling.*, p.106)

⁸³ Baldwick, p. 67.

FAX II

FAX : 052094-4
DATE : 05-20-94
TO : INTERNATIONAL SOURCING / SINGAPORE
ATTN : ELTON

RE SP95 PRL 18M X

RYF CARQS203.519 X NTD N WL ADV U SENDNG DTE ONCE V ZIPPER IS
READY X

RGDS
BONNIE
SONGSTER / MACAU

Within this chapter, the focus will mainly be on the speech event's functions by analysing, first and foremost, merely selected features of the faxes. Therefore, FAX II⁸⁴ will not undergo a comprehensive analysis at this point. In order to access the basic information of FAX II, and also of the following faxes, it is necessary to introduce those abbreviations which have already been well established in the context of business communication.⁸⁵ *Table 2* shows *TRADESPEAK*'s use of widely acknowledged abbreviations 'Standard' Abbreviations:

⁸⁴ FAX II is part of the correspondence between SONGSTER (Macau) and INTERNATIONAL SOURCING (Singapore); see sequence of faxes of the *DATABASE* folder: "Songster (Macau) trading with International Sourcing (Hong Kong, Singapore, Toronto) May - June 1994", p. 40.

⁸⁵ See *The Barnhart Abbreviations Dictionary*, Robert K. Barnhart (ed.) (New York, 1995); see also *Acronyms, Initials & Abbreviations Dictionary*, Ellen T. Crowley (ed.), 6th edition vol. I (Detroit, 1978).

Table 2:

TRADESPEAK - 'Standard' Abbreviations

TRADESPEAK - 'Standard' Abbreviations (regarding FAXES II - IV)	
ABT	about (<i>preposition</i>)
ADV	advise (<i>verb</i>); advice (<i>noun</i>)
CHK	check (<i>verb</i>)
CFM	confirm (<i>verb</i>)
DTL	detail (<i>noun</i>)
F'	February (<i>noun</i>)
FOB	freight (free) on board ⁸⁶ (<i>noun phrase</i>)
HV	have (<i>verb</i>)
INCLD	including (<i>preposition</i>)
INFO	information (<i>noun</i>)
PCS	piece, pieces (<i>noun</i>)
PKT	pocket (<i>noun</i>)
PLS	please (<i>interjection</i>)
PRGM	programme (<i>noun</i>)
PT	point (<i>noun</i>)
RE	regarding (<i>preposition</i>)
REF	reference (<i>noun</i>)
REV	revise (<i>verb</i>)
RTN	return (<i>noun</i>)
SHPT	shipment (<i>noun</i>)
WHT	white (<i>adjective</i>)
WL	will (<i>auxiliary verb</i>)
WLD	would (<i>modal auxiliary verb</i>)
YR	your (<i>possessive adjective</i>)

Sources: DATABASE, New Zealand Social Research Data Archive based at Massey University, Palmerston North; reference of established abbreviations according to *The Barnhart Abbreviations Dictionary*, Robert K. Barnhart (ed.) (New York, 1995); see also *Acronyms, Initials & Abbreviations Dictionary*, Ellen T. Crowley (ed.), 6th edition vol. I (Detroit, 1978).

⁸⁶ "FOB" means *freight (free) on board*; and moreover: "A term identifying the point from which a store is to pay transportation on incoming shipments. When the terms are *FOB shipping point*, the store must pay all charges from the vendor's shipping point. When the terms are *FOB store*, the vendor must pay all charges up to the store's receiving dock." According to Jerry M. Rosenberg, *Dictionary of Business & Management* (New York, 1993).

The expression ‘*Standard Abbreviation*’ has to be handled with care. Although a consensus of the above listed abbreviations does exist, the dictionaries often offer for a single abbreviation a tremendous variety of meanings. Indeed, this situation of contradictory, multiple meanings belongs exactly to the phenomenon which Jacques Derrida describes as “... aporia of vertiginous possibilities.”⁸⁷ For example, the abbreviation ‘PT’ in *TRADESPEAK* corresponds with the dictionaries’ terminology of the word ‘POINT’. Yet, there is, according to these dictionaries, also an other abbreviation signifying ‘POINT’, that is ‘PNT’. In spite of ‘POINT’, *TRADESPEAK* occupies this abridgement with the completely different meaning of the word ‘PANTS’. To what extent these *poststructuralistic / deconstructive* tendencies have an impact on the decoding process will be examined in the *denotative* function of the addressee later on.

The frequent use of ‘X’ in FAX II, made by Bonnie/SONGSTER, will mark the end of *clauses / phrases*. Basically, what FAX II does is to advise INTERNATIONAL SOURCING of the sending date once the zippers are ready. It could be approximately translated as follows:⁸⁸

“REGARDING YOUR FAX CARQS203.519, WE HAVE NOTED YOUR FAX AND WILL ADVISE YOU THE SENDING DATE ONCE OUR ZIPPER IS READY.”

Since grammatical organisation and other aspects are, temporarily, kept in the background, two characteristics stand out of FAX II: The letter ‘U’ is chosen to abbreviate the addressing of the second person (singular/plural) ‘YOU’; the first person (plural) ‘WE’ experiences a similar abridgement into ‘V’. The corresponding alignment of the pronunciation of both words with the alphabetical pronunciation of the letters, respectively, becomes obvious. ‘U’ and ‘YOU’ are completely *homophone*⁸⁹ according to *RP*⁹⁰ and form the *phonetic*⁹¹ symbols [ju:]. ‘V’ and ‘WE’ are not homophone although the

⁸⁷ Derrida, *Structure*, p. 114.

⁸⁸ See FAX II, 1st line of the message’s main text.

⁸⁹ *homophone* (noun: **homophone**) refers to verbal expressions “(...) which sound alike but are written differently and often have different meanings.” (*Dict. Appl. Ling.*, p. 130).

⁹⁰ **RP** stands for **Received Pronunciation** and designates “(...) the type of *British Standard English* pronunciation which has been regarded as the prestige variety and which shows no regional variation. It has often been popularly referred to as ‘BBC-English’ because it was until recently the standard pronunciation used by most British Broadcasting Corporation newsreaders.” (*Dict. Appl. Ling.*, p. 240).

pronunciation of [w] is often corrupted by nonnative speakers preferring the *labio-dental*⁹² version [v] instead.⁹³ The correct *RP* of the personal pronoun 'we' is [wi:] whereas the *RP* of the alphabetical letter 'v' is [vi:]. Since nonnative speakers frequently do not distinguish between the pronunciation of each consonant, the alignment of the pronunciation of [wi:] with [vi:], meaning the personal pronoun 'we', is the consequence and therefore the explanation of the usage of the abbreviation 'v' instead of 'we'.

The reason for dealing with these *phonetic* aspects within the poetic function of the message can be seen in the classical triad of *figures of speech*, *figures of thought* and **figures of sound**. *Figures of sound* designate a further category of *figurative language* by using mainly stylistic forms such as *alliteration*⁹⁴, *assonance*⁹⁵ and/or *consonance*⁹⁶.

In contrast to the native speaker's fax (FAX I), FAX II and its successors were mainly written by nonnative speakers of the English language. Consequently, the origin of those *figures of sound* does not lie in an attempt to achieve emphasis but, in a more or less desperate way, of managing the challenges of a foreign language.⁹⁷ Whether there are also other reasons involved will be investigated in the course of this study later on.

Further features of *TRADESPEAK*'s *figures of sound* are shown by FAX III⁹⁸ which was written by the same person, Bonnie, who was at that time in charge of the correspondence between her firm (SONGSTER / Macau) and INTERNATIONAL SOURCING / Singapore:

⁹¹ *phonetic* (noun **phonetics**) is a linguistic term referring to speech sounds.

⁹² **labio-dental** "(...) describes a speech sound (a consonant) which is produced by the lower lip touching or nearly touching the upper teeth." (*Dict. Appl. Ling.*, p. 153).

⁹³ This is often the case with German learners of the English language and is one of their most frequent give-aways regarding pronunciation.

⁹⁴ **alliteration** (also 'head rhyme', 'initial rhyme') means "(...) the repetition of the same sounds - usually initial consonants of words or of stressed syllables - in any sequence of neighbouring words." (*Dict. Appl. Ling.*, p. 5); e. g. "tongue of the tiger", "landscape-lover".

⁹⁵ **assonance** (also 'vowel rhyme' or 'vocalic rhyme') signifies "(...) the repetition of identical or similar vowel sounds in the stressed syllables (and sometimes in the following unstressed syllables) of neighbouring words; it is distinct from rhyme in that the consonants differ although the vowels or diphthongs match (...)." (*Dict. Appl. Ling.*, p. 18); e. g. "sweet dreams", "hit or miss".

⁹⁶ **consonance** designates the "(...) repetition of identical or similar consonants in neighbouring words whose vowel sounds are different." (*Dict. Appl. Ling.*, p. 44); e. g. "coming home", "middle/muddle", "wonder/wander".

⁹⁷ Repetitive spelling mistakes like 'SORI' (instead of 'sorry'), 'NO' (instead of 'know') etc. do not suggest a profound knowledge of the English language held by the fax's writer.

⁹⁸ FAX III is part of the correspondence between SONGSTER (Macau) and INTERNATIONAL SOURCING (Singapore); see sequence of faxes of the *DATABASE* folder: "Songster (Macau)

FAX III

FAX : 052594-3
DATE : 05-25-94
TO : INTERNATIONAL SOURCING / SINGAPORE
ATTN : NITA

RYF CAROS082.524 X

- YR PT. 1 - CFMD RCPT OF CMMTS OF HACKNG PNT X TKS X
- 2 - RE F'94 FOB PRICE X CFMD RCPT OF THE FOB PRICE TOD X WLD LIKE TO CLARIFY THE CMT PX OF CORD. REV. COOPER PNT S/B 7.65 I/O 7.55 X BECOZ ADDNG THE WATCH PKT X PLS REFER TO OUR FAX 042594-2 PT. 3 X PLS CFM THE CMT PX N REV THE FOB PX BY RTN X FR MARINE FAT. PNT X CMT S/B 8.60 I/O 7.70 X PLS ALSO CFM BY RTN X TKS X
- 3 - HV CHKD WITH PADONNA THS MORNING X SHE WL SEND THE CHEQ TO US X TKS X
- 4A - RE AUSTRALIA COPEN IMPERIAL WHT PKTG (WHT 100% COTTON MILLIKEN 0023) X PLS B ADVD THT V HAD NO PRDTN USE THS PKTG ON BEFORE X PLS GV US MORE DTLs ABT THT PKTG N SEND US SWATCHES FR REF X TKS X
- 6A - NTD X TKS X
- 6C - NTD X WL ADV SHPT INFO ONCE READY X
- 6D - NTD X TKS X

RGDS
BONNIE
SONGSTER / MACAU

As FAX I has already suggested, not all abbreviations can be clearly identified, not even by 'insiders', by those merchandisers dealing most frequently with these faxes as part of their daily business routine. In contrast to FAX II, in which, also because of its shortness, not too many decoding difficulties arose, FAX III holds more challenges and creates more difficulties in interpreting it the way it was meant to be understood. It is crucial to emphasize that all elaborations on the original faxes tend to keep the actual words used in the original faxes. The original word formations will be as little modified as possible. The

'translations' do not claim to be optimal solutions but aim to contribute to a better understanding of the original faxes in order to set up the general basis for further argumentation. After having consulted the whole sequence of FAX III's preceding faxes⁹⁹, one could interpret its content as follows:

⁹⁹ For information about the fax referred to by FAX III, see iii) of the **Appendix**.

“REGARDING YOUR FAX CAROS082.524, WE WOULD LIKE TO ANSWER YOUR POINTS AS DETAILED BELOW:

YOUR POINTS 1) WE THANK YOU FOR YOUR COMMENTS ON ‘HACKING PANTS’ (*RIDING-BREECHES*) BY CONFIRMED RECEIPT.

2) REGARDING F’94 FOB, WE CONFIRM THE TODAY’S RECEIPT OF THE FOB PRICE AND WOULD LIKE TO CLARIFY MATERIAL COSTS/PRICE OF CORD. REV. COOPER PANTS (S/B: US\$7.65; I/O: US\$7.55). PLEASE REFER TO POINT 3 OF OUR FAX 042594-2 AND CONFIRM THE MATERIAL COSTS/PRICE AS WELL AS REVISE THE FOB PRICE BY RETURN. PLEASE ALSO CONFIRM THE MATERIAL COSTS FOR MARINE FATIGUE PANTS (S/B: US\$8.60; I/O: US\$7.55) BY RETURN.

3) WE HAVE CHECKED WITH PADONNA THIS MORNING. SHE WILL SEND THE CHEQUE TO US. THANKS FOR YOUR TROUBLE.

4A) REGARDING AUSTRALIA COPEN IMPERIAL WHITE POCKETING (WHITE 100% COTTON MILLIKEN 0023), PLEASE GIVE US MORE DETAILS ABOUT THAT POCKETING AND SEND US SWATCHES FOR REFERENCE. THANK YOU VERY MUCH IN ADVANCE.

6A) WE HAVE NOTED YOUR POINT AND APPRECIATE FURTHER INFORMATION FROM YOUR SIDE.

6C) WE HAVE NOTED YOUR POINT AND WILL ADVISE YOU OF THE INFORMATION ABOUT SHIPMENT ONCE IT IS READY.

6D) WE HAVE NOTED YOUR POINT AND APPRECIATE FURTHER INFORMATION FROM YOU.

At this point of the study, FAX III will be scrutinized also only in terms of selected features, that is, features referring to the *poetic* function of the fax’s *message*. Whereas FAX II showed abbreviations like ‘U’ and ‘V’, FAX III has another cryptic symbol in store: ‘B’¹⁰⁰ and ‘BECOZ’.¹⁰¹ Again, the corresponding alignment of the word’s pronunciation with the alphabetical pronunciation of the letter comes to light. ‘BE’ and ‘B’ are completely *homophone* according to *RP* and form the *phonetic* symbol [bi:]. This phenomenon could

¹⁰⁰ See FAX III, 2nd line of point 4A of the message’s main text.

be called *Phonetic Spelling*; '4 U' (for you), 'SOX' (socks), 'TONITE' (tonight), 'THANX' (thanks), 'THRU' (through), 'THO' (though), 'DONUT' (doughnut)¹⁰² are further examples. *Phonetic Spelling* also influences the manner of writing the word 'BECAUSE' which forms the phonetic symbols [bɪ'kɒz]. The *TRADESPEAK* version 'BECOZ' reflects these speech sounds and especially takes the voiced phone¹⁰³ variety of 's', [z], into account.

FAX IV¹⁰⁴ gives further examples for *Phonetic Spelling*:

¹⁰¹ See FAX III, 3rd line of point 2 of the message's main text.

¹⁰² The latter four examples are typical for informal American English.

¹⁰³ **Phones** are “ (...) individual sounds as they occur in speech. *Phones* are grouped by *Phonemic Analysis* into distinctive sound units (*phonemes*) of a language.” (*Dict. Appl. Ling.*, p. 214).

¹⁰⁴ FAX IV is part of the correspondence between SONGSTER (Macau) and INTERNATIONAL SOURCING (Singapore); see sequence of faxes of the *DATABASE* folder: “Songster (Macau) trading with International Sourcing (Hong Kong, Singapore, Toronto) May - June 1994”, p. 62.

FAX IV

FAX : 052594-2
DATE : 05-24-94
TO : INTERNATIONAL SOURCING / SINGAPORE
ATTN : NITA

RYF CAROS097.524 X

YR PT. 1 - NTD N AWAITING YR FURTHER ADV ON THURSDAY X

2 - NTD X PLS ADV 27L SUSPENDER BTTNS 30G FR H.K.
IS & 147G FR MEXICO X FR SUSPENDER BAG X PLS ADV
400 PCS FR H.K. IS & 2,650 PCS FR MEXICO X TKS X

3 - NTD X

3E - RE F'94 HK IS BR-3 BR. CHINO PRGM AMERICAN PNT / IS
CLASSIC PNT X PX USD7.16 FR AMERICAN PNT N USD6.15
FR IS CLASSIC PNT WHICH R INCLD G.W. X PLS CFM BY
RTN X

3D - RE F'94 HK IS TRIMS CHART X NTD X

4 - NTD X

5A/5B/5C/6/7/8 - NTD WITH MANY TKS X

RGDS
BONNIE
SONGSTER / MACAU

Before additional features of *TRADESPEAK's Phonetic Spelling*, found in FAX IV, will be given a closer investigation, the content of the original FAX IV will now be outlined first.¹⁰⁵

¹⁰⁵ Among the already explained abbreviations of the FAXES II and III, all other short forms base on individual or bilateral consent (apart from IS which stands for the buying firm INTERNATIONAL SOURCING).

“REGARDING YOUR FAX CAROS097.524, WE WOULD LIKE TO ANSWER YOUR POINTS AS DETAILED BELOW:

YOUR POINTS 1) WE HAVE NOTED YOUR POINT AND ARE AWAITING YOUR FURTHER ADVICE ON THURSDAY.

2) WE HAVE NOTED YOUR POINT AND WOULD ASK YOU TO ADVISE US OF 27L SUSPENDER BUTTONS 30G FOR HONG KONG IS AS WELL AS 147G FOR MEXICO. PLEASE ALSO ADVISE US OF 400 PIECES FOR HONG KONG IS AS WELL AS 2,650 PIECES FOR MEXICO. THANKS FOR YOUR TROUBLE.

3C) WE HAVE NOTED YOUR POINT.

3E) REGARDING HONG KONG IS BR-3 BRUSHED CHINO PROGRAMME AMERICAN PANTS / IS CLASSIC PANTS OF FEBRUARY 1994, PLEASE CONFIRM BY RETURN THAT THE PRICE OF THE AMERICAN PANTS IS US\$7.16 AND THE PRICE FOR IS CLASSIC PANTS IS US\$6.15 AND THAT THESE PRICES ARE ALSO INCLUDING GARMENT WASH.

3D) WE HAVE NOTED YOUR POINT REGARDING HONG KONG IS TRIM CHART OF FEBRUARY 1994.

4) WE HAVE NOTED YOUR POINT.

5A / 5B / 5C / 6 / 7 / 8 WE HAVE NOTED YOUR POINTS WITH MANY THANKS.

Besides ‘U’, ‘V’ ‘B’ and ‘BECOZ’, there is another example for *Phonetic Spelling*, this time introduced by FAX IV: ‘R’.¹⁰⁶ Once again, the pronunciation of the alphabetical letter ‘R’ bears evidence of the same pronunciation of the corresponding word ‘ARE’. ‘R’ and ‘ARE’ are entirely *homophone* according to *RP* and form the *phonetic* symbol [a:(r)].

Dealing with the *poetic* function of *TRADESPEAK*, however, implies not only qualitative aspects (such as identical or similar speech sounds) but also quantitative facets of *Phonetic Spelling*. The quantitative feature in *phonetics* constitutes length and stressing of *phones*. For instance, in the phrase ‘fixed costs and variable cost’ the conjugation ‘AND’ takes up a stressed position and forms the *phonetic* symbols [ænd]. In contrast to

¹⁰⁶ See FAX IV, 3rd line of point 3E of the message’s main text.

this, the unstressed position in commercial catch phrases, such as “PACK’N PEDAL”,¹⁰⁷ “PACK’N SAVE”,¹⁰⁸ “PICK’N MIX”,¹⁰⁹ in slogans, such as “DON’T DRINK’N DRIVE” or in proper names of trends, such as “ROCK’N ROLL”, implies different *phonetic* symbols forming the *phonetic* expression [ɛn] in order to describe the pronunciation of the conjugation ‘N’ meaning ‘AND’.

TRADESPEAK almost always makes use of these abbreviations as the previous FAXES II, III, IV show.¹¹⁰ However, this general custom as well as the frequent use of ‘Standard’ Abbreviations must not mislead in so far as there are also numerous incidents of inconsequence to be found in the companies’ correspondence which differs from *addressor* to *addressor*, from company to company. For example, in FAX III Bonnie writes, on the one hand, the full version of the word ‘PRICE’;¹¹¹ on the other hand, she abbreviates the identical word even within the same paragraph. Bonnie substitutes without any obvious reason ‘PX’ for ‘PRICE’. By doing this, SONGSTER’s employee probably associates ‘PRICE’ with the French notion ‘PRIX’ which would be an explanation for the shortened expression ‘PX’. Nita, Bonnie’s correspondent employed by INTERNATIONAL SOURCING / Singapore, gives another example for an individual ‘private code’, a further variety within *TRADESPEAK*. Nita applies the abridgement ‘PLS’ not only to shorten ‘please’ but also to express ‘PLEASED’ which has a completely different meaning.¹¹² The abbreviation ‘B’, too, is used in a totally divergent context. ‘B’ does not only stand for ‘TO BE’ but also in combination with the salutation ‘B RGDS’, meaning ‘BEST REGARDS’.¹¹³

Whether these encoding processes, which are not always of a stringent logic, influence the trade deals concerned in a decisively negative way, is going to be examined within the empirical analysis of this study.

Having discussed both widely accepted ‘Standard’ Abbreviations used in *TRADESPEAK* and some of *TRADESPEAK*’s individual innovations, this study must not neglect mentioning that there are also abbreviations which seem to be not at all understandable for

¹⁰⁷ “PACK’N PEDAL” is a cycle and mountaineering equipment shop in Auckland.

¹⁰⁸ “PACK’N SAVE” is a well known New Zealand ‘lower budget’ supermarket chain.

¹⁰⁹ The *phrase* “PICK’N MIX” can be found on food labels at PACK’N SAVE’s self-service corner.

¹¹⁰ See FAX IV, 2nd line of point 3E; see also FAX III, 5th line of point 2, 4th line of point 4A; and FAX II, 1st line of the message’s main text.

¹¹¹ See FAX III, 1st line of point 2 of the message’s main text.

¹¹² See the following FAX V, 4th line of point 1 of the message’s main text.

¹¹³ See the following FAX V, last (salutation) line.

'outsiders'. Coinages such as 'L/O',¹¹⁴ 'I/O', 'S/B' leave plenty of space for further speculative interpretations.

III.1.2.c) THE CODE'S METALINGUISTIC FUNCTION

As the complaint fax (FAX I) has already suggested, there is not always a common understanding of the *message* guaranteed. This fact leads now from the *message's poetic* function to another component of the *speech event*, to 1.6) *code* and its 2.6) **metalinguistic** function. *Metalinguistic* designates in a general sense

"(...) a higher-level language for describing an object of study."¹¹⁵

A more specific definition sees in *metalinguistic* a reference

"(...) to the overall relation of the linguistic system to other systems of behaviour in the associated culture (cf. the similar notion of context of situation). In this view, only such a total account will constitute the full statement of the meanings of the linguistic forms."¹¹⁶

As a glossing¹¹⁷ function, the *metalinguistic* function of *code* uses language to speak about language.¹¹⁸ Although FAX I could also be quoted as an example of the *metalinguistic* function of *code*, its main focus, however, was centred on the *emotive* function of the *addressor*. In contrast to FAX I, the following fax, FAX V, deals with the actual trade deals and wants to clarify the very points listed as precisely as possible. FAX V¹¹⁹ was written by Nita, a nonnative English speaking employee of the buyer INTERNATIONAL SOURCING / Singapore, for the attention of Bonnie who works for SONGSTER / Macau.

¹¹⁴ The abbreviation for 'LETTER OF CREDIT' is (most of the time) 'L/C'; 'L/O' should stand for 'LABEL OF ORIGIN', however, *TRADESPEAK* does not show clear evidence for this supposition.

¹¹⁵ David Crystal, *A Dictionary of Linguistics and Phonetics* (Oxford, 1997), p. 239.

¹¹⁶ Crystal, pp. 239, 240.

¹¹⁷ Jacobson, p. 76.

¹¹⁸ Jacobson, p. 16.

¹¹⁹ FAX V is part of the correspondence between SONGSTER (Macau) and INTERNATIONAL SOURCING (Singapore); see sequence of faxes of the *DATABASE* folder: "Songster (Macau) trading with International Sourcing (Hong Kong, Singapore, Toronto) May - June 1994", p. 24.

FAX V

ATTN : BONNIE
FROM : NITA
REF : CAROS083.518
DATE : MAY 18, 1994
DESTN : SONGSTER / MACAU
DEPT : ROUGHWEAR
CC : MARIE WONG / IS HX

1) RE : THREAD MATCHING CR'94 CAN MEN BR-2 BR TWILL

CFMD RECEIPT OF THE THREAD MATCHING SWATCHES FOR THE ABOVE BD#

PLS TO INFORM YOU THAT ALL THREAD AS SEWN ON THE SWATCHES OF BR TWILL ARE APPROVED FOR STOCK.

2) RYFAX 051694-8 DD 05-16-94 F'94 PANAMA CCG-6 CHAMBRAY REVD CMT PX

NOTED. WILL ADV PANAMA ACCORDINGLY AND CHECKING WITH THEM ON THE REVISED FOB PX. WILL ADV YOU ONCE AVAIL.

3) RYFAX 051794 DD 05-17-94

PLS REFER TO MY FAX CAROS084.517 DD MAY 17, 1994 THIS MDL (HACKING PANT) HAS BEEN CHANGED TO ORI MDL (SIENA PANT). PLS CFM RECEIPT OF MY FAX AND OK.

PLS LET ME KNOW IF YOU NEED FURTHER CLARIFICATION ON SIENA PANT BD# G-6/G-12

4) RYFAX 051794-1 DD 05-17-94

A) RE : THE FRT CHARGES OF CR'94 CAN MEN L CHINO

NOTED. WILL FAX TO CANMEN AND GET THEM TO SETTLE THE PAYMENT IMMEDIATELY

B) RE : DEF GREEN FABRIC SHPT

WILL CHECK WITH CANMEN AND ADV.

C) RE : SP'94 PANAMA COLLECT FRT CHARGES

NOTED. WILL EXPLAIN YR DIFFICULTY TO PANAMA REGARDING THE FABRIC SHPT.

5) RYFAX 051794-9 DD 05-17-94 L/O FAB OF LICS

NOTED. WILL CHECK WITH CANMEN, MEXICO AND SEIBU HOW TO DISPOSE THOSE FABRIC. WILL REVERT TO YOU ASAP.

6) RE : CANMEN CR'94 SAMPLE/BOYS HELMET BUTTONS

ATTACHED IS TRIMS DELVY SCHEDULE FOR CR'94 BUTTON CANMEN PLS ACK UPON RECEIPT.

7) RE : MEXICO SPECIAL LABEL

NOTED FOUND SOME DISCREPANCIES ON THE SPECIAL LABEL FOR MEXICO ORDER

PLS CLARIFY FURTHER ON YR PT "THERE ARE 2 DIFF WAY OF CARE INSTRUCTION " WHAT IS THE 2 DIFF WAY OF CARE INSTRUCTION (BOTTOM SIDE AND UPPER SIDE

PLS EXPLAIN AS CAN'T UNDERSTAND YR FAX ON THIS PT.

TKS N B RGDS

Due to the fact that the main pattern of abbreviations has become obvious, an explicit 'translation' of the whole faxes as such does not seem to be necessary, especially when merely selected lines are required for illustration purposes.

The *metalinguistic* function is illustrated in the following example extracted from FAX V:¹²⁰

"PLEASE CLARIFY ON YOUR POINT (...).
PLEASE EXPLAIN AS WE CAN NOT UNDERSTAND YOUR FAX ON
THIS POINT."

The *addressor*, Nita, wants to express the need for an explanation of unclear matters regarding a previously received fax from Bonnie / SONGSTER. Nita asks for information about Bonnie's *code* and uses therefore its metalinguistic function by talking about it. In the next instance¹²¹, Nita wants to encourage Bonnie also to convey information whether there would be any 'code-questions' from Bonnie's side:

"PLEASE LET ME KNOW IF YOU NEED FURTHER CLARIFICATION ON
(...)."

This *metalinguistic* 'problem-prevention' function turns up several times in the correspondence between Nita and Bonnie: "PLEASE LET ME KNOW IF THERE IS ANY PROBLEM"¹²², "PLEASE LET ME KNOW IF YOU HAVE ANY QUESTIONS"¹²³.

III.1.2.d) *The contact's phatic function*

These last utterances reveal the awareness of the *addressor* that potential problems because of the *message's* ambiguity might occur. Besides this particular type of the *code's* *metalinguistic* function, there is also another component of the *speech event* taking the anticipating aspect into account. This component is the physical channel¹²⁴ and

¹²⁰ See FAX V, 4th - 7th lines of point 7 of the message's main text.

¹²¹ See FAX V, 5th line of point 3 of the message's main text.

¹²² See DATABASE folder: "Songster (Macau) trading with International Sourcing (Hong Kong, Singapore, Toronto) May - June 1994, p. 20; 8th line of point 6) of the message's main text; attached in vi) of the **Appendix**.

¹²³ See DATABASE folder: "Songster (Macau) trading with International Sourcing (Hong Kong, Singapore, Toronto) May - June 1994, p. 20; 6th line of point 2) of the message's main text; attached in vi) of the **Appendix**.

¹²⁴ The 'physical channel' is going to be discussed in the framework of *Discourse* (III.2).

psychological connection, the 1.5) *contact* with its 2.5) **phatic** function, enabling *addressor* and *addressee* to enter and stay in communication. It is the psychological connection between *addressor* and *addressee* which reflects particularly the *addressor*'s anticipation of the *addressee*'s reaction to the received *message*. The notion 'phatic' is derived from Greek and signifies

"(...) spoken, or (...) assertory (...) of or pertaining to speech or verbal expression."¹²⁵

The British-Polish anthropologist Bronislaw Malinowski (1884-1942)¹²⁶ used the term *phatic* in order to refer to a function of communication between *addressor* and *addressee* which is not intended to seek or convey information or ideas but has the social function of establishing an atmosphere or maintaining social *contact*. Malinowski calls these communication acts in which 'ties of unions' are created by a mere 'trivial' exchange of words **phatic communion**.¹²⁷ Instead of an exchange of information or an intellectual reflection, this *phatic communion*

"(...) serves to establish bonds of personal union between people brought together by the mere need of companionship (...)."¹²⁸

TRADESPEAK also matches these characteristics. Asian manufacturers, merchandisers and American as well as European buyers are cooperating together; hence, they form a companionship directed towards achieving their common goal, to clinch their deal successfully for each party's benefit. It is not gossip, as Malinowski also exemplifies in his study, which the *TRADESPEAK* faxes contain, nor breakers of silence like "Nice day isn't it", but polite terms and courtesy words. In the following, the Macau company *IRISH GIRL*¹²⁹ illustrates this *phatic communion* by several instances. In contrast to *SONGSTER*, it is not necessary to 'translate' the original faxes ('translations' are marked by white boxes

¹²⁵ See *The Oxford English Dictionary*, J. A. Simpson and E. S. C. Weiner (eds.), 2nd edition (Oxford, 1989) vol. XI, p. 668.

¹²⁶ Bronislaw Malinowski, "The problem of meaning in primitive languages", in: Charles K. Ogden and Ivor A. Richards, *The Meaning of Meaning - A study of the influence of language upon thought and of the science of symbolism* (New York, 1946), supplement I, pp. 296-336.

¹²⁷ Malinowski, p. 315.

¹²⁸ Malinowski, p. 316.

¹²⁹ See *DATABASE* folders: a) "Irish Girl (Macau) trading with B. K. and E. Marketing (England) 1991-1992"; b) "Irish Girl (Macau) trading with B. H. Keller (a subsidiary of Spender Support, Canada) June 1991 - February 1992"; c) "Irish Girl (Macau) dealing with GermanTex (a German subsidiary in Hong Kong) 14th May 1991 - 2nd January 1992".

with round corners) because the correspondence does not consist of as many (nor as obscure) abbreviations as the previous firms' faxes.

The first example was written by Cheryl, an employee of the British firm B. K. & E. MARKETING, for the attention of Terry who works for the Macau company IRISH GIRL.¹³⁰

F A X VI

B. K. & E MARKETING LIMITED	
F A C S I M I L E	
<i>TO : IRISH GIRL</i>	<i>PAGE ONE OF ONE</i>
<i>ATTN : TERRY</i>	<i>OUR FAX. 7782/91</i>
	<i>9TH FEBRUARY 1991</i>

<i>Dear Terry,</i>	
<i>On behalf of A.J. and D. Marketing Limited, we wish yourself and your staff at Irish Girl a VERY HAPPY NEW YEAR.</i>	
<i>KIND REGARDS</i>	

Since English is Cheryl's mother tongue, the *Happy New Year* greetings correspond to *Standard English*. They constitute as the counterpart to FAX I a positive evaluation, an appreciation, of the Macau enterprise by an English native speaker. This communication act does not focus on exchanging information, relevant for trade proceedings, but fulfils an exclusively social function; it is particularly due to the exceptional annual occasion why Cheryl chose an *Italics Font* style. This noticeable and conspicuous form of the letters can be seen as a 'symbol',

"(...) the smallest unit of ritual behaviour (...)." ¹³¹,

¹³⁰ See sequence of faxes of the *DATABASE* folder "Irish Girl (Macau) trading with B. K. and E. Marketing (England) 1991-1992", p. 36.

which has its roots in a prescribed formal behaviour embedded in society. Jacobson describes this aspect as a ceremonial, formal and archaic pattern of speech.¹³² This, however, is only one option any speech community has at its disposal. Every explicit, ritualised redundancy of speech opposes dense, improvising ‘word-innovations’ which constitutes a further polarity of language. This contrast of redundant, formal and ritualised speech versus dense, informal and casual speech is going to form the two extremes ‘**Ritual**’ and ‘**IMPROVISATION**’ of a dichotomous scale in the profile comparison within the empirical analysis (chapter IV.2) of this study.

Apart from this ‘prototype’ of ritualised *phatic communion*, there are, in addition, further examples illustrating the *phatic* function of *contact*. The next fax (FAX VII) contains Terry’s answer to Cheryl’s *Happy New Year* greetings:

¹³¹ Victor Turner, *The Forest of Symbols - Aspects of Ndembu Ritual* (Ithaca/New York, 1994) 10th edition, p. 19; “(...) performance of ritual (...) concerned with natural phenomena, economic and technological processes, human life-crises, or with the breach of crucial social relationships.” (ibidem, p. 45).

¹³² Jacobson, p. 464.

FAX VII

IRISH GIRL (MACAU)

FAX NO: 315598

TLX NO: XXX

TEL NO: XXX

FAX MESSAGE

TO : B. K. & E. marketing

PAGE NO : 1 of 1

REF : week 7

DATE : 11-2-91

ATTN : Cheryl

Many thks for yr fax dd 8-2-91

All our staffs hope u r keeping well n thks for yr kindest regards.

On 13-2-91, our factory will b closed for the holiday till 18-2-91.

Kindly try to answer our fax abt art.4216 4218 bef. The holiday as shipt may furhter delayed if u cannot got a firm confirmation promptly.

B. rgds

T.

After the *phatic* component of the 1st - 3rd line of FAX VII, Terry informs Cheryl about his firm's temporary closure during the holidays. What does stand out is the last part of the main text (4th - 5th line). Terry combines the informative element of speech with the *phatic* function which, as a result, lends the *message* a rather stilted, tentative and 'overpolite' touch.

It is crucial to emphasize that FAX I and FAX VI were written by native speakers of the English language and do therefore not constitute a variety of *TRADESPEAK*. This is also the case of all the other faxes, even if these English native speakers use abbreviations such as 'PCS' or 'RE', too. However, those faxes contain a different pattern of abridgements by shortening 'technical terms' into 'ETD', 'C/O' or 'T/T'. Whether these shortened versions refer to real technical terms or whether the addressors have particular reasons for this kind of abbreviation is going to be analysed within the discussion of *Discourse* (chapter III.2) of this study.

FAX VIII¹³³, also, belongs to this special kind of faxes; it was written by Paul Webster who is in charge of the correspondence of his firm, B. L. & E. / England, with IRISH GIRL / Macau. At this point, however, only the beginning of the first page of his fax, sent to Terry, will be analysed.¹³⁴

FAX VIII

B. K. & E MARKETING LIMITED	
F A C S I M I L E	
TO : IRISH GIRL	PAGE ONE OF THREE
ATTN : TERRY	OUR FAX. 8024/91
	2 ND MAY 1991

Dear Terry,	
I would like to thank you for the time and hospitality you gave me during my visit to Hong Kong. It was nice to meet you and to see how you and your Company operate.	
I have listed below points from our meeting which require confirmation.	
1. <u>C OF O ON GARMENT LABELS</u>	
C of O to be omitted from garment labels on all future orders including O/No 5250, 5251 and 5252.	
(...)	

Before Paul switches over to the pending trade proceedings, he first expresses his gratitude and thanks for Terry's / IRISH GIRL's hospitality. This time the occasion is not *New Year's Eve* but Paul's visit to Hong Kong. According to established conventions, it would have been considered as rude and without any manners if Paul had not mentioned anything about his stay. Thus, the first part of Paul's fax is reserved for the *phatic* function of *contact*.

¹³³ FAX VIII is part of the correspondence between IRISH GIRL (Macau) and B. K. & E. MARKETING LIMITED (England); see sequence of faxes of the *DATABASE* folder: "Irish Girl (Macau) trading with B. K. and E. Marketing (England) 1991-1992", p. 69.

¹³⁴ For the complete FAX VIII, please see vii) of the **Appendix**.

FAX IX is in the present sequence the corresponding fax to FAX VIII¹³⁵ and, 'noblesse oblige', it is now Terry's turn to exercise 'small talk':

¹³⁵ FAX IX is part of the correspondence between IRISH GIRL (Macau) and B. K. & E. MARKETING LIMITED (England); see sequence of faxes of the *DATABASE* folder: "Irish Girl (Macau) trading with B. K. & E. Marketing (England) 1991-1992", p. 72.

FAX IX

IRISH GIRL (MACAU)

FAX NO: 315598

TLX NO: XXX

TEL NO: XXX

FAX MESSAGE

TO : B. K. & E. MARKETING

PAGE NO : 1 OF 1

REF : WEEK 7

DATE : 4-5-91

ATTN : PAUL

EUROPE / AJD4591

DEAR PAUL,

IT IS ALWAYS A PLEASURE TO SEE YOU AND MR. POWER IN FAR EAST;
BY THE WAY, VERY GLAD TO RECEIVE YR CARD AND HOPE YOU
HAVE ENJOYED YOUR TRIP HERE.

RE : STOCKS

WILL POST U THE SPL NEXT WEEK + BRKDN + PRICE

RE : 91/28-4 BRA

WILL SEND TO YOU NEXT WEEK 12 PCS OF SALESMAN SPLS.

RE : O/NO. 5250 ART. 4216 N. 4218

O/NO.5250 ART.4216&4218 TTL.:12CTNS SENT ON 3/5/91 BY AIR TO
LONDON FLIGHT DETAIL TO BE FOLLOW.

O/NO.5351 ART.4216 TTL 9 CTNS S/S "TOKYO BAY" ETD HK 8-5-91 ETA
SOUTHAMPTON 28-5-91

RE : ALL YR PENDING ORDERS

I HV A VERY GOOD NEW FOR YOU, ALL YR PENDING ORDER WILL BE
SHIPPED DIRECT TO U. K. THIS YR SINCE V HV SUCCESSFULLY OBTAIN
ENOUGH FREE QUOTA. AND I AM NOT GOING TO CHARGE YOU FOR
THIS AS AN APPRECIATION TO YR CO.

RE : ALL OTHER SPLS

I M SRY BUT I WAS JUST BACK TO THE OFFICE ON MONDAY FROM
EUROPE, WILL FLW UP YR SPLS N INFORM U EARLY NEXT WEEK.

B. RGDS

TERRY

Terry begins his business correspondence with extremely warm, smooth, almost fawning lines. Obviously, he had put some effort into forming his words since they nearly do not

show any abbreviations and, having been written in small letters, they come closer to *Standard English* than Terry's usual style of correspondence. In order to be polite, Terry applies the *phatic* function of *contact* helping him to create an atmosphere of goodwill. This striving for maintaining a basis of goodwill and understanding for each other's matters is also illustrated by the last but one point of FAX IX's main text. Terry proudly proclaims that he and his company will not charge their business partners B. K. & E. for obtained additional free quota as a token of appreciation of their fruitful cooperation. Here, the *phatic* function contributes to create one of the prerequisites for a long term business relationship.

III.1.2.e) THE CONTEXT'S REFERENTIAL FUNCTION

It is the long term business relationship which is given priority to short term view outcomes¹³⁶, a perspective widening toward an extremely important *speech event* component for business communication: 1.3) *context* and its 2.3) **referential** function. So far, the accessory participation of the other functions has become evident. The *referential* function, however, claims particularly in the *context* of business communication a leading task. In contrast to the *phatic* function, the *referential* function carries the 'real', for the trade proceedings actually relevant, information. It is a denotative¹³⁷, cognitive and conceptual function, the 'core' of the everyday business *message*.¹³⁸ In the broader sense, the *referential* function and its *context* are not only the 'core' of the business *message* but also the centre on which even whole livelihoods are built. The words contained in these *messages*, in contrast to the 'pure' *poetic* function, are not created according to the motto ∞ *art for the art's sake* ∞. These words fulfil an essential function by providing for the people participating in this business communication a certain level of existence. Although there is not an evident conceptualisation of trade proceedings as a form of combat developed by Chinese, as opposed to Western, business persons,¹³⁹ the mutual cooperation is not an easy one. International trade is, due to increasingly tough global competition, undergoing radical changes.

¹³⁶ Cremer, Willes, *tongue*, conclusion.

¹³⁷ The term **denotative** signifies "(...) the part of the meaning of a word or phrase that relates it to phenomena in the real world (...)." (*Dict. Appl. Ling.*, p. 76).

¹³⁸ See also Jacobson, p. 73.

¹³⁹ Cremer, Willes, *tongue*, conclusion.

“The lives of people around the world are increasingly connected through international trade, capital flows, and also labour migration. The complexity and utmost importance of these changes, and the economic, social and political impact that they have, would have been unthinkable just ten or twenty years ago.”¹⁴⁰

These dynamics of ‘the material realities of history’¹⁴¹ constitute the outer frame comprising ‘social power-structures’¹⁴² in the *referential* function’s *context* of business communication. There are strong interdependencies of shifting power positions of the business partners:

“Neither is in a *permanently* advantaged position relative to the other. At the outset, a potential buyer is in the more powerful negotiating position, but the balance shifts in favour of the supplier once agreement on a deal is reached. After that, the two parties have each an interest in its successful completion, and they bargain on nearly equal terms.”¹⁴³

Yet, the challenge and often extreme pressure remain, especially when one considers the fact that the small and medium sized Macau firms are also dealing with huge and powerful global concerns. FAX I illustrates the at times desperate situation a merchandiser can face:

“I DON’T KNOW HOW MANY CHANCES WE ARE GOING TO GET.
(...) WE ARE NOT CRAZY (...).”¹⁴⁴

FAX I’s outspoken appeal for more clearly organized and more easily decodable messages reflects ‘the writer’s psychological (...) compulsions’.¹⁴⁵ In this present case, however, the Canadian merchandiser’s counterpart in Macau attributed, later on, her anger to lack of experience.¹⁴⁶

Consequently, the question is: What skills, developed from gained experience, does a merchandiser have which allow him/her to manage the particular decoding challenges of *TRADESPEAK* ?

¹⁴⁰ Cremer, Willes, *tongue*, chapter 1.

¹⁴¹ See Approach (II.3), p. 14, second point listed.

¹⁴² See Approach (II.3), p. 14; third point listed.

¹⁴³ Cremer, Willes, *tongue*, chapter 4.

¹⁴⁴ See 16th and 22nd-23rd line of FAX I.

¹⁴⁵ See Approach (II.3), p. 14; first point listed.

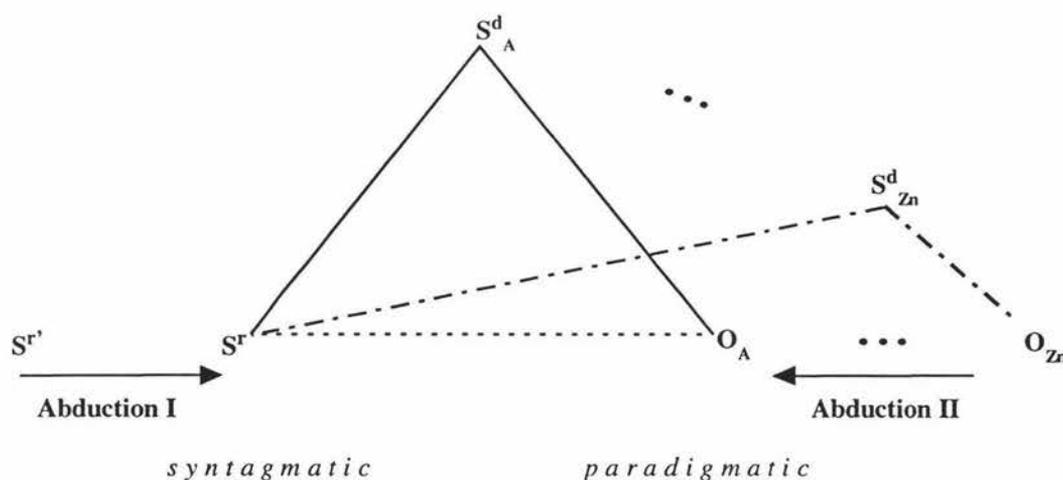
¹⁴⁶ Cremer, Willes, *tongue*, chapter 5.

III.1.2.f) THE ADDRESSEE'S CONATIVE FUNCTION

English is the dominant second language of the Cantonese speaking merchandisers in Hong Kong and Macau, as it is of their suppliers and buyers based in Taiwan and elsewhere in South East Asia, as well as their buyers, some of them international companies, some North America or Britain based, some in Continental Europe and Scandinavia.¹⁴⁷ Although these users of *TRADESPEAK* cannot make ambitious claims to the mastery of English,¹⁴⁸ they must have other skills and strategies in place to tackle the multitudinous tasks of their mediating profession in a mostly successful way.

Subsequently, an attempt is launched to describe these complex decoding processes. *Figure 7* has been developed from both *Semiotics* and *Poststructuralism*¹⁴⁹ and tries to illustrate the “matter of guesswork”¹⁵⁰ which dealing with *TRADESPEAK* involves:

Figure 7: Bricolage - Paradigm



Source: Modified version of *Figure 5*.

The *Bricolage Paradigm* takes two aspects into account. First, it assumes a mental pattern (S^d) for each formal text vehicle (S^r) derived from *Semiotics*. Second, it shows

¹⁴⁷ Cremer, Willes, *tongue*, chapter 3.1.1.

¹⁴⁸ Cremer, Willes, *tongue*, chapter 3.1.1.

¹⁴⁹ See chapters II.1 and II.2 of the Approach.

¹⁵⁰ Cremer, Willes, *tongue*, chapter 5.2.

poststructuralist / deconstructive characteristics in so far as it attributes several meaning content / context relations ($S_{Z_n}^d - O_{Z_n}$) to S^r .

“(...) readers made their own sense of the text (...)”¹⁵¹

This reflects exactly Derrida’s “decentering of the subject”¹⁵² implying that ‘thinking as inner language’ is up to the reader. Derrida’s notion *Bricolage*¹⁵³ provides as a ‘critical reading’ technique the basis for the pattern of this particular thinking process. *TRADESPEAK*’s *Bricolage Paradigm* consists of two complementing *Abduction* processes.

Abduction I operates in a **syntagmatic** manner, focussing on the sequential characteristics of speech which are seen as a string of constituents (sometimes, but not always) in linear order.¹⁵⁴ In Psycholinguistics the term ‘syntagmatic’ is applied

“(...) to refer to a class of associative responses which people make when hearing a stimulus word, viz. Those which fall into a difficult word-class from the stimulus, in that the response word could precede or follow the stimulus word in a sentence.”¹⁵⁵

In *TRADESPEAK*, the *Bricolage* guessing process starts with recognising the abbreviation S^r as the shortened version of S^f . This can only be achieved if the ‘environment’ (sentence or clause) of S^r gives a clue what syntactical link is missing. For example, ‘R’ in the FAX VII’s¹⁵⁶ sentence

(...)
All our staffs hope u r keeping well n thks for yr kindest regards.
(...)

Could definitely not stand for the noun ‘ARE’ meaning a metric unit of area comprising hundred square metres. ‘R’ is linked with the progressive form of ‘KEEP’ and, thus, embodies undoubtedly the verb ‘ARE’ as a form of ‘TO BE’.

¹⁵¹ Cremer, Willes, *tongue*, chapter 3.1.2.

¹⁵² Abrams, pp. 259, 160.

¹⁵³ Derrida, *structure*, p. 114

¹⁵⁴ Crystal, p. 376.

¹⁵⁵ Crystal, p. 377.

¹⁵⁶ See FAX VII, third line of the message’s main text.

After having decided upon the word class by combinatory association, *Abduction II* comes in by using a selective method of association called **paradigmatic**. The term *paradigmatic* signifies the set of substitutional relationships a linguistic unit has with other units in a specific context.¹⁵⁷ Psycholinguistics uses this term for referring

“(...) to a class of associative responses which people make when hearing a stimulus word, viz. those which fall into the same word-class as the stimulus.”¹⁵⁸

Continuing the example, ‘r’ has been identified as abbreviation of the signifier ‘ARE’ embodying a form of ‘TO BE’. As there are many forms of ‘TO BE’, the combination process of *Abduction I* has to be complemented by the narrowing selection process of *Abduction II*. According to the *paradigmatic* strategy, the reader chooses the proper item from a list of grammatical forms in regard to the corresponding context. Reverting to the previous text example, ‘are’ can only be 2nd person plural / Present Tense since Terry addresses not only Paul on behalf of his (Terry’s) firm (“our staff”) but also Paul’s colleagues at B. K. & E. MARKETING. As a result, all three *semiotic* components S^r , S^d_A and O_A have been identified which contributes to the understanding of the message conveyed.

It is important to point out that these association processes are not restricted to the second language users of *TRADESPEAK*. Also the native speakers of English, the language from which *TRADESPEAK* originates, employ the same strategies that are similar to those strategies one applies to solve any contextual crossword puzzle.

The *Bricolage Paradigm* belongs as a particular feature of the decoding process to the 2.2) **conative**¹⁵⁹ function of the 1.2) *addressee*. The *conative* function refers to

“(...) the use of language in order to achieve a result in an addressee, in accord with the speaker’s wishes. Its use is illustrated by a range of directive functions (e. g. commands, vocatives) (...).”¹⁶⁰

¹⁵⁷ Crystal, p. 277.

¹⁵⁸ Crystal, p. 277.

¹⁵⁹ *conative* does not have anything to do with *connotative* which is the counterpart to *denotative* and is applied to affective associations, such as the *connotation* of the lexical item “Winter” would be, for example, snow.

¹⁶⁰ Crystal, p. 79.

In *TRADESPEAK*, the addressors want the addressees to understand their message well enough in order to react accordingly and take the appropriate measures towards a successful conclusion of the deal.

III.2 Discourse - an interactive communication model

III.2.1 Basic elements of interactive communication

After having discussed the *speech event*'s components and their functions in the 'single-instance' communication model of *dialogue*, the perspective will now be expanded on *discourse* taking as an interactive communication model several sequences of *speech events* into account. In this study, *discourse* designates an iterative, 'turn-taking' *dialogue* in which the roles of addressor and addressee change constantly. Before *the Schematic Discourse Processing Model* and its relevance to *TRADESPEAK* are examined, the basic elements of interactive communication and their representation in *TRADESPEAK* are going to be detailed first.

Discourse takes place in a social context of language, in an environment in which meanings are exchanged. There are three factors of this social context of language:¹⁶¹

- the FIELD of discourse.
- the TENOR of discourse
- the MODE of discourse.

III.2.1.a) THE FIELD OF DISCOURSE

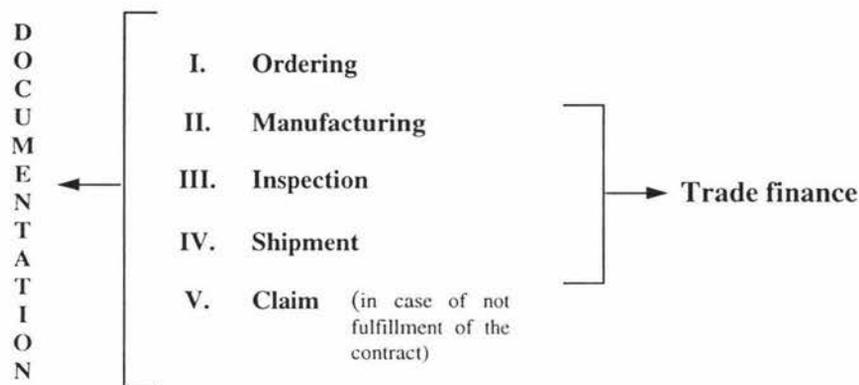
The **field** of discourse relates to the question what is happening, including what is being talked / written about. In the present context of *TRADESPEAK*, the *field* of discourse is constituted by the situational framework which has already been explicated at the beginning of this essay. At this point, it is useful to introduce the technical term **script**¹⁶² which designates

¹⁶¹ Michael A. K. Halliday and Ruqaiya Hasan, *Language, context, and text in a social-semiotic perspective* (Oxford, 1989), p. 12.

¹⁶² 'script' is also sometimes described as 'frame'; see: House, p. 166.

“(...) units of meaning consisting of sequences of events and actions that are related to particular situations.”¹⁶³

The *TRADESPEAK script* consists of the single steps, general measures to take and basic actions to carry out towards the completion of a particular trade deal:¹⁶⁴



The steps I-V can be interpreted as the ‘life-cycle’ of a trade deal, starting with the beginning and ending with the conclusion and possible ‘aftermaths’ such as insurance claims.

III.2.1.b) THE MODE OF DISCOURSE

In contrast to the *field*’s macrostructure of discourse, the **mode** of discourse constitutes its microstructure by referring to the question what part language is playing in the particular situation set out by the *field*. In this study, the *field* is the skeleton which is ‘fleshed out’ by certain features of *mode*. The mode of *TRADESPEAK* is materialised by fax communication and belongs therefore to the written medium. All these business faxes show a common pattern, a **schema**¹⁶⁵ which is built up in the discourse frame *script*.

¹⁶³ *Dict. Appl. Ling.*, p. 251.

¹⁶⁴ Cremer, Willes, *tongue*, chapter 2.4.1.

¹⁶⁵ Sometimes ‘scheme’ stands for ‘schema’; see *Dict. Appl. Ling.*, p.251.

An example for such a *schema*, or *TRADESPEAK* prototype, would be as follows:¹⁶⁶

- i. REFERENCE (*fax number*)
- ii. ACKNOWLEDGEMENT (*thanks*)
- iii. IDENTIFICATION (*article number*)
- iv. UNSOLICITED INFORMATION
- v. REQUESTED INFORMATION
- vi. AGENDA

Apart from the whole entity of sequences, the single element and point of reference in terms of *TRADESPEAK* is called **move**. Two corresponding *moves*, made by each interlocutor, form **adjacency pairs** which can be, for example, COMPLAINT - APOLOGY, QUESTION - ANSWER, OFFER - DECLINE etc. *Adjacency pairs* are of crucial importance when it comes to fax communication with its time lags between 'call and response' holding the danger of simply overlooking one of the items listed in the fax.

III.2.1.c) THE TENOR OF DISCOURSE

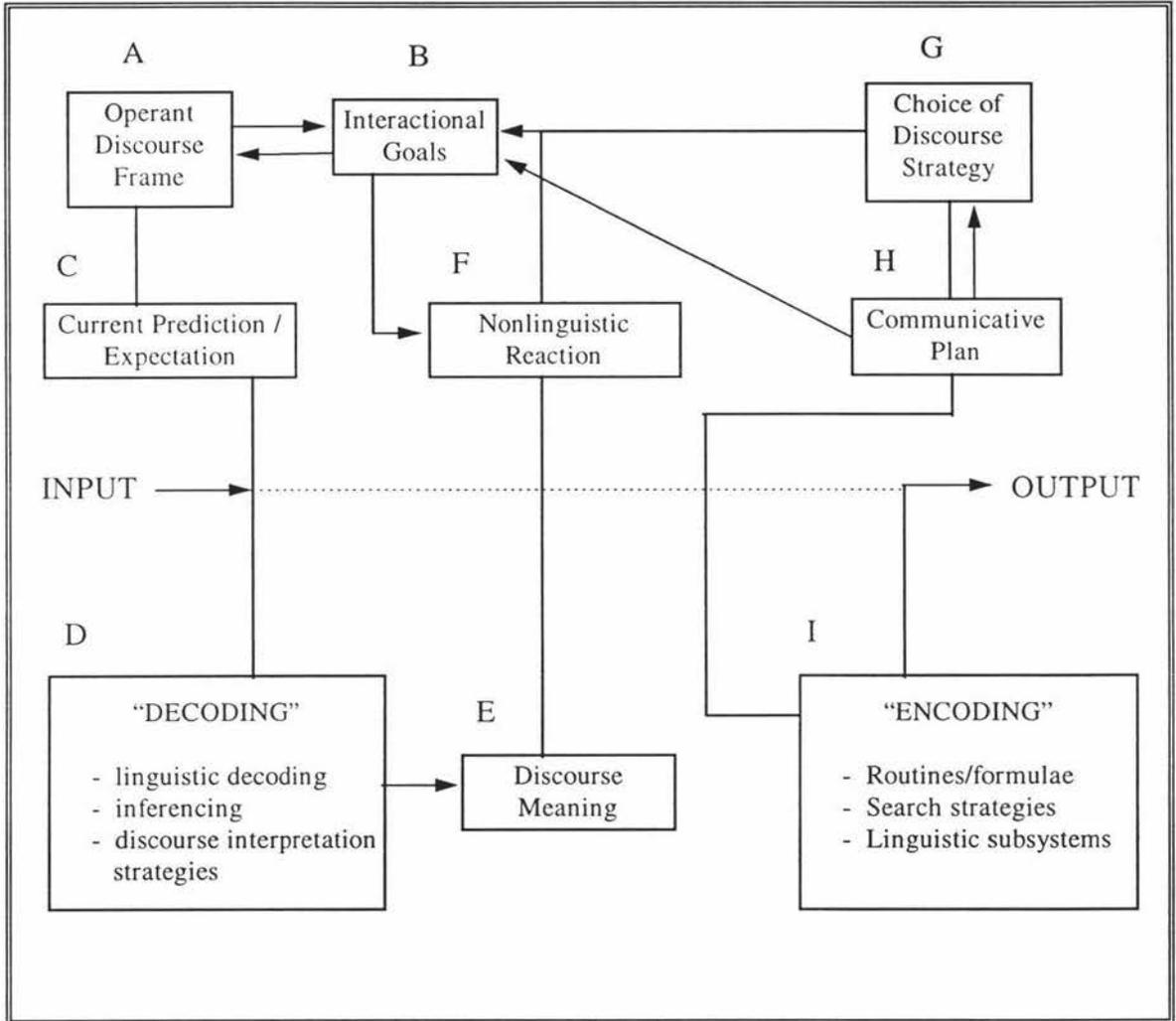
Finally, the third factor is the **tenor** of discourse which refers to the addressors and addressees themselves. Their messages can be conceptualised by the distinction between, on the one hand, the **propositional content** of a message and, on the other hand, its **illocutionary force**¹⁶⁷. Whereas the *propositional content* (also called 'locutionary meaning') refers to the basic literal meaning of a message, the illocutionary force of this message is to be seen in the message's effect on the addressee. In what respect power positions and role relationships between addressor and addressee influence the ongoing discourse will be described in the following *Schematic Discourse Processing Model* of native / nonnative speaker interaction.

¹⁶⁶ For more detailed information and illustration of such a prototype, see: Cremer, Willes, *tongue*, chapter 5.5.

¹⁶⁷ Dict. Appl. Ling., pp. 135, 265.

III.2.2 Native/Nonnative speaker interaction

Figure 8: Schematic Discourse Processing Model



Source: Modified version of Juliane House, "Toward a Model for the Analysis of Inappropriate Responses in Native / Nonnative Interactions", in: *Interlanguage Pragmatics*, Gabriele Kasper, Shoshana Blum-Kulka (eds.) (New York, 1993), p. 167.

The *Schematic Discourse Processing Model*¹⁶⁸ constitutes an important element within the methodological framework of this study. It is based on face-to-face spoken *discourse*.

¹⁶⁸ Juliane House, "Toward a Model for the Analysis of Inappropriate Responses in Native / Nonnative Interactions", in: *Interlanguage Pragmatics*, Gabriele Kasper, Shoshana Blum-Kulka (eds.) (New York, 1993), pp. 161-183; this model is based on Edmondson's *discourse comprehension and production model*: Willis Edmondson, "Discourse production,

In order to apply this interactive communication model to *TRADESPEAK*'s fax correspondence, some modifications have been made. Whereas the original order of the respective boxes **A - I** and every one of the linking pathways have been kept unaltered, some of those linking lines have experienced a marking of direction which is mapped by an arrow in *Figure 8* showing a cause-effect relationship. Another innovation are the shortcuts from box **H** to box **B** and from box **B** to box **F**. These modifications are to be seen as a foregrounding of pertinent relations regarding *TRADESPEAK* against the background of a more complex network than *Figure 8* suggests.

“This model does not aspire to completeness (...) while (...) the numbering adopted for expository purposes suggests a straightforward linear-processing procedure, the ‘boxes’ are interrelated and the whole system operates in parallel, that is, various nodes, items, and paths are activated at the same time.”¹⁶⁹

For the present study of *TRADESPEAK*, the explanatory power of this model lies in the chosen focus on selected subsystems. Firstly, the *Schematic Discourse Processing Model* divides into the *prelinguistic* subsystem on the one hand, and into the *linguistic* subsystem on the other. The *prelinguistic* subsystem establishes with the upper boxes **A, B, C, F, G,** and **H** a conceptual level and is situated above the *linguistic* subsystem consisting of the lower boxes **D, E,** and **I**. Both levels combine *discourse comprehension* features with those of *discourse production*. In the following, each element of the *Schematic Discourse Processing Model* and the respective applicability to *TRADESPEAK* are going to experience a closer investigation.

routines and language learning”, in: *Englisch als Zweitsprache, AAA Buchreihe zu den Arbeiten aus Amerikanistik und Anglistik*, Bernhard Kettemann, Peter Bierbaumer, Alwin Fill, Annemarie Karpf (eds.), (Tuebingen, 1989) vol. 2, pp. 287-302.

¹⁶⁹ House, p. 169.

A

Operant Discourse Frame

“Level of aboutness”

What has occurred so far ?

The *Operant Discourse Frame* can be described as a “level of aboutness”¹⁷⁰ which constitutes the topic or proposition of the text suggesting that

“(…) a copy of some relevant stored situational constellation or schema is made and ‘filled in’ by knowledge derived from the current discourse situation.”¹⁷¹

As the currently activated complex of conceptual and linguistic representation, the *Operant Discourse Frame* contains the following elements:¹⁷²

1. Knowledge of the currently relevant discourse topic.
2. Knowledge of the currently relevant interactional move.
3. Representation of the discourse outcomes resulting from the preceding interaction.
4. A primarily linguistic representation of the propositional content of the last turn held in short-term memory, which can be accessed from the currently active frame.

The merchandisers, using *TRADESPEAK* as a means of communication, have a detailed knowledge of the ongoing trade proceedings at their disposal.¹⁷³ Not only do they know about the next steps of completing the deal, they are also exceedingly well familiar with all the meticulous details such as stitching patterns, colour charts or breakdown of the corresponding accessories. Their extremely refined *Operant Discourse Frame* can be seen as one of the key qualifications for their success in the world of business.

¹⁷⁰ House, p. 167.

¹⁷¹ House, p. 166.

¹⁷² House, p. 167.

¹⁷³ See also ‘script’ in chapter III.2.1 a).

B

Interactional Goals

“Level of tactical manipulation”

What present goals and subgoals are being developed ?

This junction of the discourse processing system belongs to the ‘level of tactical¹⁷⁴ manipulation’ and shows, in the context of *TRADESPEAK*, interrelations between the boxes **A**, **F** and **G**. At this point, only the effects of the *Operant Discourse Frame* (box **A**) on the *Interactional Goals* (box **B** that is currently being analysed), symbolized by an arrow pointing from box **A** to box **B** are explained. The present ‘status quo’ reflected by the *Operant Discourse Frame* has an important impact on the current *Interactional Goals*. What has occurred so far influences the addressee’s, and immediately in the next move addressor’s, intention of encoding the next move’s message. There are two types of goals in an interaction: the *individual I-point* and the *collective-we direction / purposes* of the encounter.¹⁷⁵ The essential and existential significance of international trade and, thus, of *TRADESPEAK* for the individual’s livelihood has already been mentioned. Apart from earning one’s living as an incentive belonging to the *individual I-point* of the encounter, the *collective-we direction* in terms of *TRADESPEAK* splits into two dimensions. First, there is the *intra-organisational collective-we purpose* which is embodied by the concurrent interests of the company employing the addressee / addressor. From the *intra-organisational* point of view, the trade deal itself with all the necessary steps towards a successful conclusion claims the central position. Consequently, the *Interactional Goals* are determined by the *script*¹⁷⁶ of the trade deal concerned. Second, there is the *inter-organisational collective-we purpose* which aims at the joint interests of all trade deal participants in making the deal succeed. The *inter-organisational* goals also involve overall governing rules which will be described within the analysis of box **G**. These rules of practice in faxed exchanges do not reflect conflict of interest but a shared and powerful intention of maximising profit.¹⁷⁷ The potential of the deal for every party is seen in the goal to make each party better off.

¹⁷⁴ The notion ‘manipulation’ must not be seen in its, usually, negative connotation but will express the skilful handling of matters considering the interlocutor’s reaction; the expression ‘tactical manipulation’ is the short-term counterpart to Edmondson’s ‘strategic manipulation’ (box **G**); see: Edmondson, p. 291.

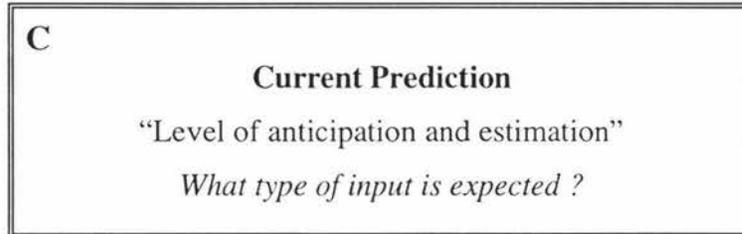
¹⁷⁵ House, p. 168.

¹⁷⁶ See chapter III.2.1 a).

¹⁷⁷ Cremer, Willes, *tongue*, chapter 5.5.

“Just as buyer and supplier have each a strong incentive to succeed in an essentially collaborative undertaking, senders and receivers of faxed messages have a powerful motive to communicate and to interpret them efficiently. The language they use is a resource in the sense that it helps the additional value embodied in the exchange to materialise.”¹⁷⁸

In summary, the *Interactional Goals* constitute in the context of business communication one of the most important parts of *TRADESPEAK*'s 'infrastructure'.



The state of affairs at the present time together with the preceding events, both derived from the *Operant Discourse Frame* (box A), lead to the *Current Prediction* (box C) of the forthcoming input. In structuring one's message 'regarding' particular issues, one expects the other's corresponding reference to the respective items listed. In choosing certain abbreviations, the addressor assumes that the addressee would be able to 'crack' the code easily and understand its meaning from the addressee's foreknowledge. Yet, the complaint fax (FAX I) has shown that this common and mutual understanding is not always the case. What the database has shown, however, revises the prevailing opinion that typical language deficiencies were the main reason for misunderstandings making the deal fail.¹⁷⁹ Failures were

“(...) as a rule the effect of mistaken assumptions on one side about the knowledge or experience actually in the possession by the other. They were, in short, the sorts of misunderstandings that also occur between speakers in possession of effortless control of the same language.”¹⁸⁰

Accordingly, it can be stated that the errors in *TRADESPEAK* which incur serious consequences are made in estimating what is known to a trading partner. As the previous faxes illustrate, one important feature of *TRADESPEAK*'s varieties is the omission of

¹⁷⁸ Cremer, Willes, *tongue*, chapter 5.

¹⁷⁹ Cremer, Willes, *tongue*, chapter 3.1.2.

¹⁸⁰ Cremer, Willes, *tongue*, chapter 3.1.2.

function words¹⁸¹ and cohesive devices.¹⁸² By inserting these elements, references back to circumstances

“(…) that one party to the correspondence assumes are so entirely present to the mind of the other, as to be predictable (…)”¹⁸³

are revealed. The addressor relies on the addressee’s ability and willingness to make out the meaning from the clue the addressor offers. As ‘level of anticipation and estimation’, *Current Prediction* also claims an extraordinarily important role in the processing system of *discourse*. Yet, the expectation of a particular kind of input often turns out to be wrong.

“Senders of faxes are not always correct in their estimate of the receivers’ ability to supply information, but receivers have in place strategies for identifying and obtaining what is missing.”¹⁸⁴

The next element of the *Schematic Discourse Processing Model* contains exactly these strategies. In the following, an attempt is launched to describe and differentiate the mechanisms necessary for the decoding of messages.

¹⁸¹ A term ‘function word’ classifies “(…) a word whose role is largely or wholly grammatical, e.g. articles, pronouns, conjugations. Several such terms exist for this notion (e.g. *form word*, *grammatical word*, *functor*, *empty word*; all contrast with the *lexical words* in a language, which carry the main semantic content.” (Crystal, p. 162).

¹⁸² **cohesion** means “(…) the grammatical and / or lexical relationships between different elements of a text. This may be the relationship between different sentences or between different part of a sentence. For example: A: IS JENNY COMING TO THE PARTY?

B: YES, SHE IS.” (*Dict. Appl. Ling.*, p. 45);

The semantic counterpart to cohesion is ‘coherence’.

¹⁸³ Cremer, Willes, *tongue*, chapter 5.1.

¹⁸⁴ Cremer, Willes, *tongue*, chapter 3.3.2.

D**“DECODING”**

“Level of the addressee’s decoding process”

How is the current input interpreted ?

On the analogy of the expanded first approach strand *Semiology*, the type of input can range from written text, sketches, photocopied items to spoken text, gestures, even to style of clothes or behaviour. In the context of business communication, the usage of a formal letterhead could, on the one hand, indicate the significance of the sent document perceived by the addressor; considerable time intervals between the general date stamp and the actual processing date of the incoming message could, on the other hand, hint at the addressee’s attitude towards the importance of the present message.

Apart from these general inferencing operations, *TRADESPEAK*’s special status in business communication splits the linguistic decoding process into two dimensions. Firstly, there is the exceptional and singular ‘newcomer situation’, having become obvious in FAX I, in which the initially puzzled addressee is confronted with the completely new decoding challenge of *TRADESPEAK*.

“The internalised knowledge and skills involved are not usually articulated, are no more than partially institutionalised in educational systems, and get little explicit recognition. (...) Extensive knowledge of trade proceedings is crucial, equally important is the ability to use it in the interpretation of often deviant texts.”¹⁸⁵

For a person who is new in the merchandiser’s profession and who does not get the opportunity of receiving fully detailed assistance regarding different matters and manners of handling the deal, the decoding process follows techniques similar to the *Bricolage Paradigm*.¹⁸⁶

Secondly, after having developed a broader *Operant Discourse Frame*, the second phase of *TRADESPEAK*’s decoding process comes in. The ‘guessing game’ turns into a highly efficient¹⁸⁷ ‘working routine’.

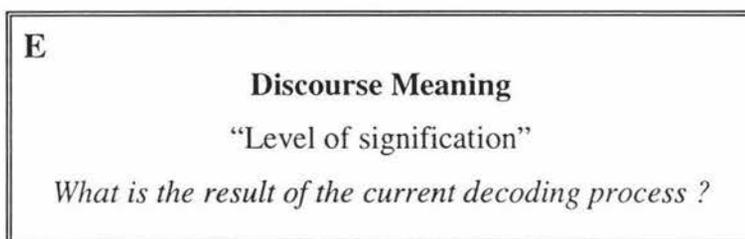
¹⁸⁵ Cremer, Willes, *tongue*, chapter 3.4.

¹⁸⁶ See chapter III.1.2.f).

¹⁸⁷ In this study, the term ‘efficient’ means ‘cost-effective’, that is, time-minimising in the course of reaching the intended goal.

“The quantity and diversity of information exchanged is very large, and requires those who send it and receive it to be always alert to distinguish from routine items potential problems requiring to be identified and if at all possible, resolved. There is a constant pressure to expedite and complete deals quickly. (...) Merchandisers are so entirely immersed in the detail of whatever business is their current preoccupation that the immediate recall of the context is not experienced as difficult. That recall is simply part of their expertise.”¹⁸⁸

This central focus on individualised, not easily transferable personal skills raises certain problems which will be explained in the next element of the *Schematic Discourse Processing Model*.



Discourse Meaning (box **E**) is the outcome of the decoding processes in box **D**. It is based on the ‘level of signification’ where out of many possible $S^r - S^d_A$ relations the appropriate signification $S^r - S^d_A$ is chosen.¹⁸⁹ For experienced merchandisers, these processes of signification have become an automatism in their daily business routine. However, their developed skills are uniquely linked with them, a fact which raises the problem of personnel fluctuation.

“Some difficulties are associated with their way of working which could, in principle, be reduced. Much that is important is retained in the memory of the experienced merchandisers and nowhere else, so that in the absence of one of them, matters regarded as [...their...] responsibility cannot be forwarded, and have simply to await [...their...] return. There is no sifting or marking out of what is intended to be kept for reference from what is of immediate, but transient importance.¹⁹⁰ (...) the procedures in use are cost-effective, but they are vulnerable to changes of personnel. Any change that affected the stability of the work force would in addition, de-stabilise the processes of communication.”¹⁹¹

The small-to-medium sized, family-run Macau firms are basically predestined for this kind of communication. In fact, this could also be seen as a competitive advantage over

¹⁸⁸ Cremer, Willes, *tongue*, chapter 4.3.

¹⁸⁹ See *Saussurean Sign (Figure 2)* and *Poststructuralistic Triangle (Figure 4)*.

¹⁹⁰ Cremer, Willes, *tongue*, chapter 4.3.

¹⁹¹ Cremer, Willes, *tongue*, chapter 5.6.

Western globalised companies whose employees usually are not committed to a corporate identity in the way a family member would identify with a small family-based firm..

“The small family-based firms that prevail in Hong Kong and Macau make a contribution towards minimising this risk. This form of industrial organisation, often regarded simply as a distinctive cultural feature of Chinese business could be seen rather as an economic necessity and functional device to minimise risk: A tightly run ship with few senior crew members who are either family, or have come to be treated as such, ensures that the company and the livelihoods dependent on it, survive.”¹⁹²

The question whether there is a particular reason for the merchandisers’ refraining from documentation will be investigated in box **G**, *Choice of Discourse Strategy*.

<p>F</p> <p>Nonlinguistic Reaction</p> <p>“Level of personality-based reaction”</p> <p><i>What attitude does the addressor / addressee take towards the current discourse move made by the interlocutor ?</i></p>

After having started with parts of the prelinguistic level (boxes **A**, **B** and **C**) and passed the linguistic ‘input level’ (boxes **D** and **E**), a transition point from the linguistic level back to the prelinguistic level is now arrived at. *Nonlinguistic Reaction* (box **F**) embodies a personality-based “gut reaction”¹⁹³ taking, in the first place, the *interactional* option into account which basically concerns the addressor’s / addressee’s positive or negative attitude towards the current discourse move made by the interlocutor. Moreover, there is also the *illocutionary*¹⁹⁴ option which concerns the category of the addressor meaning appropriate to this purpose.¹⁹⁵ The choice of both options will be determined by various factors called “reactive formatives”¹⁹⁶, some of them are listed below:

- long-term goals of the addressor for the ongoing interaction,
- degree of intimacy between addressor and interlocutor,

¹⁹² Cremer, Willes, *tongue*, chapter 5.6.

¹⁹³ Edmondson, p. 290.

¹⁹⁴ For the term ‘illocutionary’ see chapter III.2.1.c).

¹⁹⁵ House, p. 168

¹⁹⁶ Edmondson, p. 290.

- affective weight or importance of the current discourse topic or preceding discourse outcomes,
- affective responses to the interlocutor and his / her preceding discourse contribution (critical is the issue of the weighting of addressor interests and addressee interests, for example),
- the result of cognito-intellectual processes which evaluate the propositional substance of a preceding turn at the correspondence,
- evocative associations, as when a preceding turn that triggers some recollection from episodic memory,
- degree of importance attached by the addressor to his or her own face in the ongoing interaction.

As an example for an expression of *Nonlinguistic Reaction*¹⁹⁷ within *TRADESPEAK*, one could quote FAX I which was written in a spontaneous manner with the aim of expressing a complaint and desperate need for changing the present situation by the addressee. The influence of *Interactional Goals* (box **B**), especially in a ‘pragmatic’ context like business communication, also has to be mentioned. There is, however, an even stronger and more comprising impact (via *Interactional Goals*) exercised on *Nonlinguistic Reaction*, the impact of *Choice of Discourse Strategy* (box **G**).

G

Choice of Discourse Strategy

“Level of strategic manipulation”

What is intended to be in the long run ?

It might not always be of advantage to reveal one’s ‘gut reaction’, even when it is, in one’s own opinion, perfectly justified. The ‘pragmatic knowledge base’ *Choice of Discourse Strategy* functions as a “filtering instance”¹⁹⁸ in suppressing and disguising the initial reaction if it correlates negatively with the already established discourse strategy. At this ‘level of strategic manipulation’ speech acts are modulated under the constraints of politeness maxims and phatic functions. The *phatic communion*, which came to light in the attempt to establish a goodwill relationship within the *Interactional Goals* (box **B**), is now being expanded on a long-term perspective. Having once been established, well

¹⁹⁷ By the actual utterance, FAX I certainly fulfils the criteria of *Linguistic Encoding* and is therefore situated at the linguistic level of discourse; yet, the impetus itself may be classified as a nonlinguistic ‘gut reaction’.

¹⁹⁸ House, p. 169.

functioning business relations are intended to be sustained over long periods of time.¹⁹⁹ In contrast to the *Interactional Goals*' 'level of **tactical** manipulation', the present 'level of **strategic** manipulation' refers to objectives in the long run.

Unlike the fairly isolated 'model communication' of *dialogue*, the present analysis of *discourse* deals in a widening perspective with a more 'real life' situation oriented, interactive communication. It also considers the imponderabilities and risks which are particularly involved in the extremely competitive environment of business communication. As it has already been mentioned,²⁰⁰ even English native speakers use certain abbreviations whose meanings are not easily accessible to persons not concerned with merchandising. In confirming their 'insider position' by cryptic abridgements, they, on the one hand, want to strengthen their status of unique 'sources of wisdom' in order to make themselves an indispensable part of the trade deal; on the other hand, not only individual self-interests are a reason for using abbreviations such as 'ETP'²⁰¹, 'T/T', 'D/P', 'L/O'²⁰² or 'C/O', but also collective interests of the respective companies regarding data protection and business security play an important role in choosing the shortened version of certain expressions.

Table 3 shows some of the most frequent abbreviations which are derived from *TRADESPEAK* and used by English native speakers. *Table 3* does not suggest a quantitative analysis but a qualitative evaluation.

¹⁹⁹ Cremer, Willes, *tongue*, chapter 5.5.

²⁰⁰ See chapter III.1.2.d).

²⁰¹ See FAX VIII, in: **Appendix vii)** pages one and two.

²⁰² In FAX VIII 'L of O' stands for L/O which is often used in other *TRADESPEAK* varieties, see FAX VIII chapter III.1.2.d), heading of point 1, first line of the message's main text as well as **Appendix vii)** pages one and two.

Table 3:

TRADESPEAK - 'Special Purpose' Abbreviations

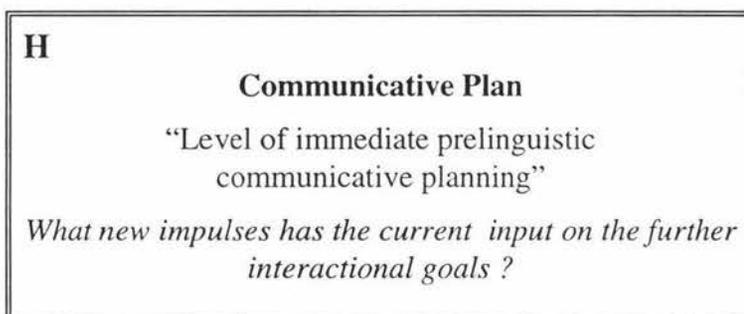
TRADESPEAK - 'Special Purpose' Abbreviations (<i>selection</i>)		
I	DZ*	dozen (<i>noun</i>)
	HKD*	Hong Kong dollar (<i>noun phrase</i>)
	PCS*	piece, pieces (<i>noun</i>)
	QTY*	quantity (<i>noun</i>)
II	ASAP*	as soon as possible (<i>adverbial phrase</i>)
	B/L*	bill of lading (<i>noun phrase</i>)
	D/P*	detained pay (<i>noun phrase</i>)
	L/C*	letter of credit (<i>noun phrase</i>)
	T/T*	telegraphic transfer (<i>noun phrase</i>)
III	C/O	country of origin (<i>noun phrase</i>)
	ETA*	estimated time of arrival (<i>noun phrase</i>)
	ETD*	estimated time of departure (<i>noun phrase</i>)
	L/O	label of origin (<i>noun phrase</i>)

Sources: *DATABASE*, New Zealand Social Research Data Archive based at Massey University, Palmerston North; reference of established abbreviations according to *The Barnhart Abbreviations Dictionary*, Robert K. Barnhart (ed.) (New York, 1995); see also *Acronyms, Initials & Abbreviations Dictionary*, Ellen T. Crowley (ed.), 6th edition vol. I (Detroit, 1978).

In contrast to their Asian counterparts, English native speakers abbreviate function words less often, probably in order to avoid unnecessary ambiguities. For them, the extra effort to write the full version does not outweigh the gain of lucidity achieved by clearly formulated sentences. Although in respect of the *Choice of Discourse Strategy* mainly the third group, depicted at the lower part of *Table 3*, is the most significant one, the other two possible reasons why English native speakers use abbreviations will be outlined beforehand.

Firstly, convenience and the aspect of minimising time could be seen as a reason for the abbreviations of group I. They all belong to already established 'Standard' Abbreviations, a fact which is indicated by asterisks (*). Secondly, in the context of trade finance and payment, English native speakers, too, prefer the abbreviated technical terms. In addition to time minimising aspects, this practice may also be caused by the deliberate emphasis on

a professional manner of managing such delicate matters. Finally, there is a third reason for using abridgements which claims first priority, the practice of data protection and business security. In a rapidly progressing business world, it is crucial to get ahead of the competitors; ‘first come first served’ is the rule. Therefore, ‘ETA’ or ‘ETD’ are probably used in order not to reveal the set time frame too easily. The potential misdirection of a fax could incur severe consequences, especially in that case when the company wants the manufacturing place or country of origin to be kept secret and not to be inferable from the garment label. Abbreviations which are also used in this context by English native speakers serve a special purpose and, thus, constitute an important part of *Choice of Discourse Strategy*.



The ‘level of immediate prelinguistic communicative planning’, called *Communicative Plan* (box **H**), is the prerequisite for the linguistic representation of *Encoding* (box **I**), the last element of the *Schematic Discourse Processing Model*.

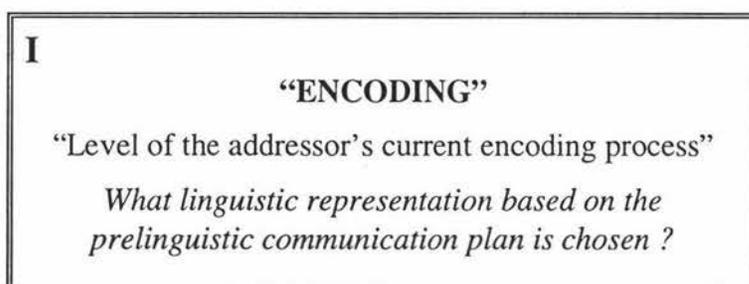
“The scope of such a plan may vary from a turn-internal unit to the whole of the encounter, in which case this plan is stored in the current discourse frame for future reference.”²⁰³

The ‘current discourse frame’ refers to boxes **A** and **B** which experience an ‘updating’ by the *Communicative Plan* (box **H**), symbolized by the shortcut-arrows directing via box **B** towards box **A**. The *Communicative Plan* operates as a ‘revision instance’ taking all the preceding considerations into account in order to correct obsolete *Interactional Goals* (box **B**). It is an ‘unfreezing’ process which prevents ‘fossilisation’ of established knowledge in so far as even coexisting “discourse worlds”²⁰⁴ come into being. For example, the current addressee might be confronted with an unexpected input, e. g. a

²⁰³ Edmondson, p. 291.

²⁰⁴ Edmondson, p. 289; Roman Jakobson uses the similar notion ‘universe of discourse’ (Jakobson, p. 71); he refers, however, to another context which will be explicated in part C - *Further Perspectives* - of this study.

message telling him / her that the particular colour, which was ordered for the production of overalls on the basis of an extremely important wholesale contract, would not be available. The addressee now develops different scenarios, different *schemata*²⁰⁵ consisting of the further measures to take. If the addressor is fully responsible for the failure the *Communicative Plan* of the current addressee, and in turn next addressor, could influence his / her encoding process. In addition, certain sanctions such as legal actions against the interlocutor could be taken into consideration determining the *Interactional Goals* (shortcut from box **H** to box **B**). Simultaneously, this drastic action also leads to a revision of the previously intended long-term goodwill relationship manifested in *Choice of Discourse Strategy* (shortcut from box **H** to box **G**). If the current addressor, however, lacks the knowledge of legal affairs and requires some more information in order to ‘flesh out’ his / her *Operant Discourse Frame* by the appropriate schema, backloops are inevitable. Delaying tactics could be the temporary *Interactional Goals* until the required knowledge is gained. The question how this acquired knowledge having regard to all tactical and strategic goals should be organised in order to be transformed into linguistic representation will be discussed, among other aspects, in the actual speech production process *Encoding* (box **I**).



On the ‘level of the addressor’s current encoding process’, the previous addressee takes up the role of the present addressor by verbalising his / her message. Analogous to the various features which the input can form according to the *semiological* view, the output is, in general, not restricted to verbal materialisation. Since *TRADESPEAK* refers to faxes, however, this study will mainly focus on the written message. The addressor’s response²⁰⁶ is based on the prelinguistic *Communicative Plan* which provides, together with all the other elements of the *Schematic Discourse Processing Model*, the knowledge for the linguistic representation.

²⁰⁵ See chapter III.2.1.b).

²⁰⁶ This study does not differentiate between ‘reply’, ‘response’ and ‘responding’; for further information regarding this distinction, see: House, pp. 162, 163.

It is a

“(...) minimally organized and structured knowledge system, with specific structures being generated in the context of the task for which they are needed and resulting in dense associative knowledge nets.”²⁰⁷

According to this discourse comprehension viewpoint, the initial comprehension is bottom-up guided which resembles the *Abduction I* process shown in *Figure 7* of this study. In the following integration process, which could be compared to the *Abduction II* mechanism of *Figure 7*, the appropriate meaning is selected.²⁰⁸ The encoding process of *TRADESPEAK* reflects this operational knowledge which

“(...) contains at the very least a complex of linguistic resources, search strategies, prepacked chunks such as routine formulas, and gambits, acting as discourse lubricants.”²⁰⁹

This operational knowledge can be seen as a basis for both the encoding and decoding processes. It is organised in packets which function as “ready-made subsets”²¹⁰ in linguistic subsystems. These linguistic subsystems constitute *scripts* and their corresponding cognitive *schemata* designed to reduce cognitive work. Once a ‘newcomer’ in the merchandising profession has become familiar with the procedures of *TRADESPEAK* and the proceedings of trade in general, the phase of routine comes in with its automising mechanisms of decoding and encoding. Here exactly lurks the danger of misunderstandings which can be conceptualised by the “Non-Thinking Hypothesis”²¹¹ suggesting

“(...) that in many types of behaviour actants rely on scripts to reduce cognitive work, effort, and time. Because of the imprintedness of larger plans, schemata, scripts, or social episodes in human memory, we are able to predict upcoming moves and consequently stop paying attention to the reality of the interlocutor’s input. The ‘illusion of control’ is often only disrupted by the occurrence of ‘slips’, the recognition of which is then equivalent to a sudden intrusion of reality.”²¹²

²⁰⁷ W. Klintsch, “The role of knowledge in discourse comprehension: A construction-integration model”, in: *Psychological Review*, 95, pp. 163-182; quoted by: House, p. 166.

²⁰⁸ Klintsch, quoted by: House, p. 166.

²⁰⁹ House, p. 169.

²¹⁰ F. C. Bartlett, *Remembering* (Cambridge, 1932), quoted by: House, p. 165.

²¹¹ E. Langer and R. P. Abelson, “The semantics of asking a favor: How to succeed in getting help without really trying”, in: *Journal of Personality and Social Psychology*, 24, pp. 26-32; quoted by: House, p. 165.

²¹² House, p. 165.

Automised routines are often very rigid in their reaction towards new impulses.

“The system ‘hears’ what it wants to hear (...)”²¹³

Ritualised mechanisms are not flexible enough to adapt to a quickly changing environment. Indeed, it is this view of a ‘closed system’ which gives the illusion of control to ‘hear’ a previously fixed ritualised and unambiguous message uttered by the addressor. The poststructuralistic / deconstructive dimension of ‘open systems’ could be seen as a new starting-point for managing these dynamisms which have become particularly dominant in international trade in the recent years. The users of *TRADESPEAK* have developed this flexibility in their attitude towards language and towards their intercultural manner of managing business communication. They are entirely willing to acknowledge their limitations and to admit frequent errors regarding Standard English, but they are also almost always capable of arriving at a sufficient understanding for their own purposes.²¹⁴ This special way of ‘reading between the lines’ as well as the improvisational encoding process involve yet another aspect:

“Second language users adopt the highly abbreviated and elliptical style of writing (...) as if to assert not only the pressure and pace of their working environment, but also to dissociate themselves from attempting the degree of completeness, associated with formality, which would challenge their competence, might incur criticism, and would at best involve a time-consuming revision process.”²¹⁵

This very ‘dissociating’ from convention could be seen in the poststructuralistic / deconstructive light of ‘decentering of the subject’ according to which the message itself is in the centre of interest and not the person who wrote it. Indeed, the next postulate inferred from the last observation is the ‘the death of the author’²¹⁶, a statement which strikes one, at first glance, as rather odd. The following argumentation will contribute to its clarification and settle upcoming doubts.

²¹³ House, p. 177.

²¹⁴ Cremer, Willes, *tongue*, chapter 3.1.2.

²¹⁵ Cremer, Willes, *tongue*, chapter 5.5.

²¹⁶ Roland Barthes, “The death of the author”, in: *Modern Criticism and Theory*, David Lodge (ed.) (London, 1988), pp. 167 - 172.

First and foremost, there is to be drawn a distinction between authors and writers. Whereas authors do not produce single texts but “a body of work”²¹⁷, writers are not creators but assemblers of text.

“That distinction is mirrored by the distinction that is drawn in our culture between the concept of the author and that of the writer. Authors are above all writers who own their texts, in the sense of a legal ownership as enshrined in copyright laws. Authors are the producers of material commodities which are treated as the author’s property, in a legal and economic sense. Authors do therefore ‘speak in their own words’ in a legal and economic sense. The texts of an author are entirely identified with the author, in the sense that they are his or her ‘issue’; and it is this identification which conveys the status of ownership and property on them.”²¹⁸

The author’s economic function materialised in his / her property on their created texts makes these texts become commodities. This is not the case with Tradespeak. Tradespeak’s users are writers and not authors. Their texts do not embody commodities, their texts deal with commodities, with textile commodities. Authorship is not required for the daily business routine; moreover, authorship also depends on the individual skills and inclinations of an addressor, unlike the more pragmatic oriented writership.

After having been put forward within the methodological framework, the empirical analysis will be continued and completed by a comprising evaluation in part IV. *empirical Analysis and Evaluation* of this study.

IV. EMPIRICAL ANALYSIS AND EVALUATION

IV.1 Case Studies

Two ‘database firms’ out of the three have undergone a thorough investigation in this study and have already been introduced. LOOK OUT, the pseudonym for the third Macau firm, will be presented by a comparative analysis of the other two companies, after which their main features are highlighted.

²¹⁷ Gunter Kress, *Linguistic processes in sociocultural practice* (Victoria, 1985), ECS806 Sociocultural aspects of language and education at Deakin University, Victoria/Australia, p. 49.

²¹⁸ Kress, p. 49.

IV.1.1 Songster in correspondence with International Sourcing

SONGSTER was introduced by the complaint fax (FAX I) and, for this fact, has not exactly covered itself with glory. However, even if SONGSTER did not win its laurels at first glance, a glimpse behind the scenes has some surprising revelations in store. The very same trading partner, INTERNATIONAL SOURCING (IS) testifies that SONGSTER has a quite satisfying performance, with an audit recording a (very small) percentage of goods supplied and found faulty.²¹⁹ A further indication showing SONGSTER as a valued part of an international organisation can be seen in IS's 'family tree'²²⁰, an organigram (organisational chart) for reference in Macau referring to the titles of various post holders in Singapore. Semiology's 'reading the world as signs'²²¹ can be seen in all these interpretations of a, basically, well functioning business relationship between both firms. Speaking about discourse suggests the notion **metadiscourse** which applies to

“(...) those features in the organization or presentation of a text which help the reader to interpret or evaluate its content. They include features of textual organization (e. g. headings, spacing, and connectives such as first and next) as well as such interpersonal elements as hedges (*perhaps*), attitude markers (*frankly*) and dialogue features (see *Figure 1*).”²²²

Metadiscourse offers a lens for the addressee to take all different aspects of *discourse* into account.

In the case of SONGSTER, it has become obvious that there are not only negative reactions towards their business practices. One final feature, the diverging private codes within the same firm, here called '**BABEL-AFFAIR**', still has to be mentioned (although it is the responsibility of IS and not SONGSTER's).

²¹⁹ See correspondence between SONGSTER (Macau) and INTERNATIONAL SOURCING (Singapore); see sequence of faxes of the *DATABASE* folder: “Songster (Macau) trading with International Sourcing (Hong Kong, Singapore, Toronto) May - June 1994”, pp. 34 - 37.

²²⁰ See **Appendix** viii).

²²¹ See chapter II.1.

²²² Crystal, pp. 239, 240.

the course of 'Total Quality Management' (TQM), a trend having emerged in progressively oriented visions of corporate identities in recent years.

IV.1.2 Irish Girl in correspondence with Spender Support

Whereas SONGSTER stands out due to its extremely dense correspondence, IRISH GIRL distinguishes itself by a more elaborate, yet also ambiguous *TRADESPEAK* variety. The business communication of IRISH GIRL, too, requires

“(...) additional correspondence (...) to put these questions with unmistakable directness. There is no barrier to doing this where, as seems to be the case with these correspondents, the difficulties of securing information as a basis for detailed decision making are accepted and tolerated by both parties to the transaction.”²²⁵

However, the questions which come up in IRISH GIRL's business correspondence differ from the uncertainties SONGSTER's communication (particularly for unexperienced merchandisers) causes. Unlike SONGSTER, it is not the cryptic abbreviations which are responsible for misunderstandings but the lack of directness, clarity, in short the violations of conversational maxims,²²⁶ which lead to failures in the correspondence. The unintended 'hide-and-see' incident at the textiles fair IGEDO illustrates this observation quite vividly.²²⁷ When Terry (employee of IRISH GIRL) and Peter (employee of B. H. KELLER / SPENDER SUPPORT) missed out on meeting each other, this instance of failing, here called '*Fair-Affair*', could also have happened to English native speakers communicating in their mother tongue. Despite those incidences of misunderstanding, trade continues for IRISH GIRL:

“The English company [SPENDER SUPPORT] has a source of products available at prices that suit their market, are free to use their own brand name, and avoid, at their own insistence, a label that informs the eventual customer of the actual place of origin. The IRISH GIRL merchandiser has a buyer for larger quantities that he can easily supply, on terms he finds acceptable, and a buyer willing to pay without cavil the prices he asks. Each has the strongest possible incentive to continue such a satisfactory state of affairs. Charges of dilatoriness are absorbed without comment (...) and delayed payments are made, before a critical stage is reached. Functional communicative practice emerges from the trading processes which it sustains.”²²⁸

²²⁵ Cremer, Willes, *tongue*, chapter 5.2.

²²⁶ See chapter III.2.2, Encoding (box I).

²²⁷ See sequence of faxes of the *DATABASE* folder: "Irish Girl (Macau) trading with B. H. Keller (a subsidiary of Spender Support, Canada) June 1991 - February 1992", pp. 7, 13, 14.

²²⁸ Cremer, Willes, *tongue*, chapter 4.5.

IV.1.3 LOOK OUT IN CORRESPONDENCE WITH A FRENCH BUYING OFFICE

In contrast to SONGSTER and IRISH GIRL, the third company LOOK OUT has in its business correspondence neither major delays (in supply, payment etc.) nor certain unusual features (such as 'BABEL-AFFAIR') or blatant failures (such as 'Fair-Affair') documented. Even if

"(...) the language in use is direct to the point of abruptness (...)",²²⁹

LOOK OUT's *TRADESPEAK* variety can be classified as consistent and clear.

FAX XI

TO : <i>French Bying Office</i>	ATTN : Cindy / LOOK OUT, Macau	PAGE: 1 OF 1
FAX : xxx	CC : xxx	
FROM: CATHERINE	O/REF. NO. : 93665	DATE: 18/6/93

RE : SWEAT MARIN SEVEN
RE YR FAX 7140 DD 18/6/93. AFTR CHECKING W/O/ FACTORY, V HV TO IFM TT STONE WASH CANNOT BE APPLIED ONTO THE FRENCH RIB GARMENT AS IT WILL RUIN THE GARMENT. IN PLACE OF STONE WASH, V WERE IFMD BY THE FACTORY TT V CLD GET HEAVY SAND WASH WHICH WILL HAVE THE SIMILAR EFFECT AS STONE WASH.

IN THE MTIME, SINCE YR CLIENT NOW REQUIRES 320G/M2 (AFTER PRING + WASH), V SHLL HAV TO RE-QUOTE U A NEW PX TO ACCOMODATE THESE CHANGES AND R AS FOLLOWS :-

- USD11.75/PC (W/ 320G/M2 AFTR PRINT + HEAVY SAND WASH).
- USD11.05/PC (W/ 320G/M2 AFTR PRINT).

THKS TO CONFIRM IF ABV IS OKAY. THE REVISED SAMPLE IN PRINTED STRIPES SHALL BE AVAIL IN 12 DAYS TIME.

B. RGDS

Scrutiny of LOOK OUT's sequences of faxes has shown that problems

"(...) were rapidly identified and resolved by an alert and experienced merchandiser in the supplier's office (...)."²³⁰

²²⁹ Cremer, Willes, *tongue*, chapter 4.1.

²³⁰ Cremer, Willes, *tongue*, chapter 4.1.

While SONGSTER uses only text for signifying meaning, IRISH GIRL illustrates its issues by iconic signs such as photocopies. Also in this respect, LOOK OUT claims an extraordinary position. The correspondence between LOOK OUT and a FRENCH BUYING OFFICE contains marked sketches in which not only the picture visualises parts of the (main) text but also text elements complement the picture.²³¹ Although the business communication of LOOK OUT represents a very well adapted *TRADESPEAK* variety, it is not suggested as a generally suitable model for business communication because of the determining impact of factors unique to each company as there are, for instance, different levels of the personnel's qualification or varying technical equipment and infrastructures.

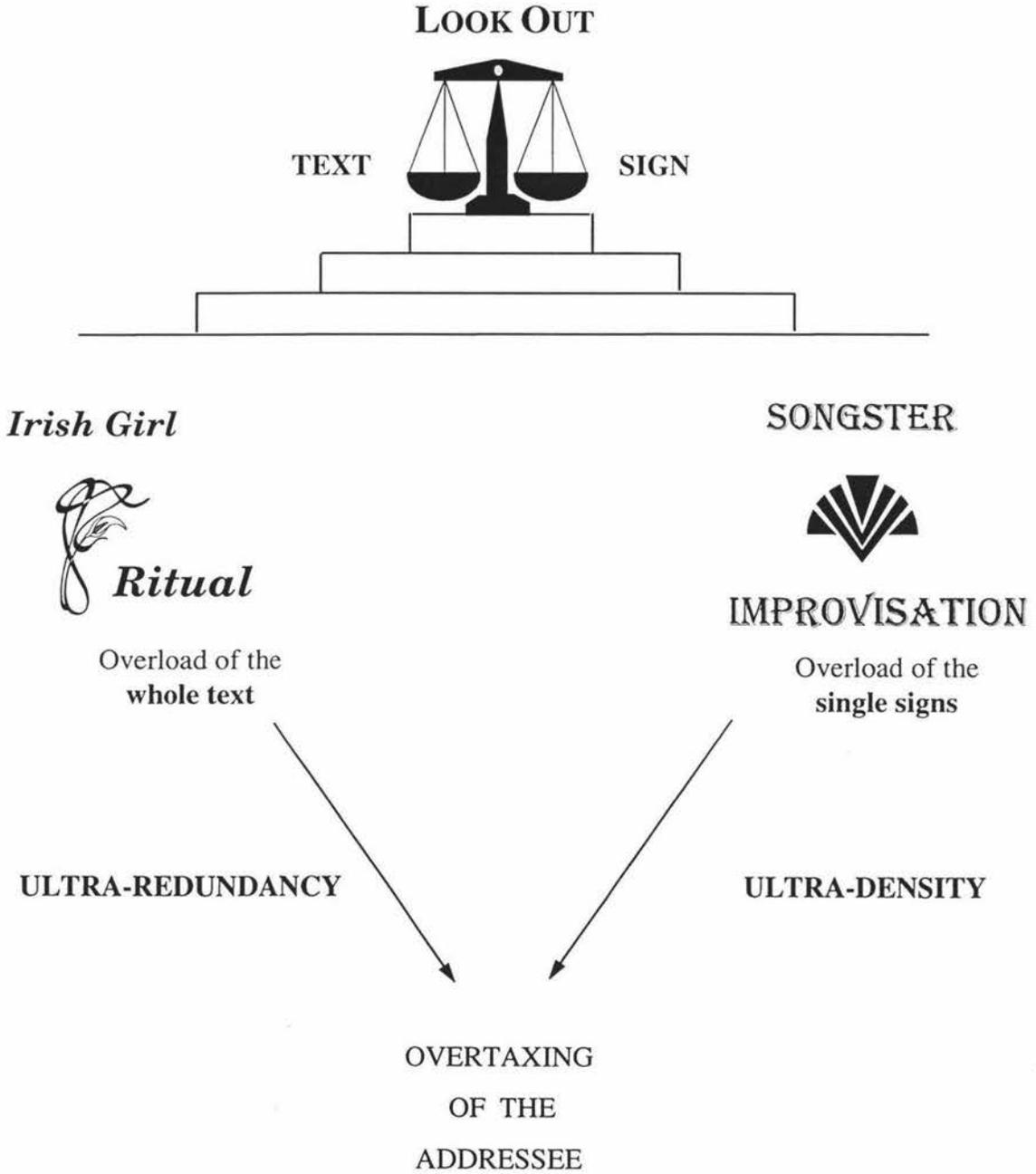
IV.2 Profile Comparison and Synthesis

The comparative analysis of the three Macau firms' business communication is going to be summarised by a *Profile Comparison* which *Figure 8* illustrates:

²³¹ See **Appendix, ix**).

Figure 9:

Profile Comparison



Source: Birgit Stoeckl, 1997.

Whereas Songster's cryptic abridgements in an extremely dense correspondence show the features of **IMPROVISATION**, IRISH GIRL's elaborated and, for basic understanding, often redundant facets of business communication can be classified by the notion **Ritual**. Both **Ritual** and **IMPROVISATION** are to be seen as 'umbrella terms' unfolding a spectrum, a scale of fluent transitions from maximal explicitness (**Ritual**) to an extreme ellipsis (**IMPROVISATION**). This dichotomy has already been mentioned in the chapters III.1.1 and III.1.2.d) of this study. In the present context of business communication, **Ritual** is characterised by an overload of the whole text. More information is given than necessary for providing a fundamental knowledge in order to understand the addressor's message. IRISH GIRL's business correspondence represents a case of 'ULTRA-REDUNDANCY' which overtaxes the addressee. Although completely different, SONGSTER's manner of communicating in the world of business has the same effect on the addressee, its 'ULTRA-DENSITY' challenges and overstretches the unexperienced recipient. Among the three Macau companies analysed in regard to efficient business communication, LOOK OUT has proved to be the favourable **TRADESPEAK** variety well adapted to its purposes.

No matter how evident the differences in business communication of the respective firms are, their diverging **TRADESPEAK** varieties still have certain underlying rules in common. Though there is nothing like a universal 'Standard **TRADESPEAK**',

"(...) the omissions are principled, not random."²³²

In general, there are two sets of omissions in **TRADESPEAK** are two sets of omissions inherent.²³³ In this study, the less obvious one has already been examined. It is the pragmatic and contextually dependent level of the unexperienced merchandiser's "best guess".²³⁴

"Comprehension demands correct inference based on previous knowledge, breadth of detailed information, and immediately of recall."²³⁵

²³² Cremer, Willes, *tongue*, chapter 3.3.2.

²³³ Cremer, Willes, *tongue*, chapter 3.3.2.

²³⁴ Cremer, Willes, *tongue*, chapter 3.3.2.

²³⁵ Cremer, Willes, *tongue*, chapter 3.3.2.

The more obvious set of omissions can be found on the ‘surface structure’ of syntactic semantic relations in the message’s text.

Table 3: Rules and customs for TRADESPEAK’S
‘Standard’ Abbreviations

Rules and customs for TRADESPEAK’S ‘Standard’ Abbreviations
<i>R u l e s</i>
<ul style="list-style-type: none"> • omit the central vowel from common words of a single syllable, • omit the second syllable of common words of two syllables, • adopt abbreviated forms based on the sounds of letters for common function words, write in full any other words, • omit articles, • omit demonstrative adjectives (this, these) • omit auxiliary verbs, verb endings, • omit any items that the addressee supplies from his / her knowledge of the regular sequence of events in deals,
<i>C u s t o m s</i>
<ul style="list-style-type: none"> • absence of plural endings. • casual and incomplete signalling of tenses. • conditional relationships have to be a matter of guesswork. • forms that distinguish parts of speech from one another are optional and can be ignored. • Cohesive devices can be omitted from text since the recipient can be relied on to understand connections and relationships between this and previous texts and internally within the text.

Sources: Rolf D. Cremer, Mary J. Willes, *The Tongue of the Tiger - Overcoming Language Barriers in International Trade* (Singapore, 1997) chapter 5.1.

In the case of official documents such as *Inspection Certificate*, *Letter of Credit* or *Bill of Lading*, TRADESPEAK users do not abide by the rules and customs.²³⁶ This demonstrates

²³⁶ Even SONGSTER uses official printed forms, see **Appendix x**); see also LOOK OUT’S **Appendix xi**). By using stereotype forms, there are certainly also efficiency reasons involved

their tendency to align with standards, *Rituals*, when the situation is of importance and with severe consequences for each party; this practice, which is directed backwards to conventions, symbolises the companies' intention to prove consistency, reliability and credibility.

C Conclusion and Further Perspectives

The concluding section of this study not only summarises the main results but also indicates further perspectives regarding links between economics and linguistics and, in a widening perspective, implications of the poststructuralistic / deconstructive aspect.

This thesis has revealed the inherent speech components and functions of a particular kind of business communication called *TRADESPEAK*. Furthermore, the focus switched from the dialogue communication model to the more pragmatic oriented discourse communication model which emphasises particularly the social context of business communication in an interactive 'real-life' situation. At this point, significant claims for a new specification of teaching languages for special purposes were made. Theoretical aspects were also interwoven with empirical examples prior the actual empirical evaluation. The basic polarity of language was taken up from previous chapters in order to develop a *Profile Comparison* distinguishing the best adapted *TRADESPEAK* variety among the companies examined. After having assembled the underlying rules and customs, the argumentation qualified the use of these regulations by indicating the exceptions from them. Both rules and their exceptions as well as the manifold 'private codes' of *TRADESPEAK* have shown that communication errors still occur. The final part of this conclusion is a systematisation of sources for pragmatic responding errors derived from the previous investigation of dialogue and discourse.

but these documents could also contain abbreviations instead of *Standard English* which, in fact, is not the case.

Sources for pragmatic responding errors are:²³⁷

- operational difficulties
- conceptual and strategic deficiencies
- language - based difficulties

Operational difficulties lead to an input apparently being ignored. *TRADESPEAK*'s '*Fair-Affair*' could be quoted as an example for these system malfunctions. Conceptual and strategic deficiencies result in nonnative speakers choosing inappropriate or inadequate mitigated speech acts. These 'single phase / box' malfunctions refer to the pragmatic knowledge base (box G) and the strategically modulated plan (box I) only, without any system leaps or shortcuts. Diverging politeness conventions and signals veiled by indirectness lead particularly in cross-cultural context to basic misunderstandings. The language based difficulties focus on problems that are apparently located in linguistic decoding and encoding. Due to the fact that increasing routine in *TRADESPEAK* soon minimises such difficulties (*BABEL-AFFAIR*), this source of pragmatic responding errors can only be applied to early stages in the encounter with *TRADESPEAK*.

The following argumentation will shed light on further perspectives regarding *TRADESPEAK*. The first perspective concerns *TRADESPEAK*'s future. *TRADESPEAK*'s origin lies in telegraphic communication in which not only 'time was money' but also every single letter was a cost factor. A possible future change could be initiated by electronic mail (EMAIL) which is slightly quicker and has the advantage of delivering digitalised data. In contrast to the fax machine, free format sketches need to be scanned in. Chances for innovations such as 'voice mail'²³⁸ or 'real-time' screen conferences as replacements are fairly slim. Those new technologies demand a balanced bilingualism which includes also listening comprehension and spontaneous articulation and pronunciation skills. The present situation of *TRADESPEAK* requires 'merely' literacy, a fact which should be taken into consideration by institutions teaching second languages in the workplace.

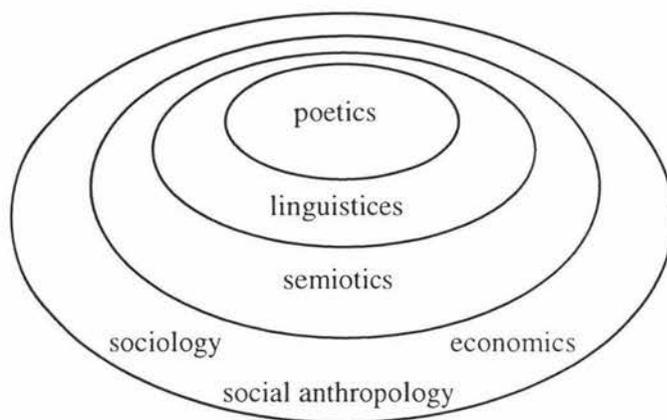
²³⁷ House, p. 170.

²³⁸ Eric J. Adams, "Better connected", in: *World Trade*, 7 (8) September 1994, pp. 99 - 100.

Another, even further-reaching perspective can be seen in the link between the fields economics and linguistics. *Figure 9* shows the relation between various communication sciences:²³⁹

Figure 10:

COMMUNICATION SCIENCES



Sources: Roman Jacobson, *On Language*, Linda R. Waugh, Monique Monville-Burston (eds.) (London, 1990), p. 20.

The core of the concentric circles is *Poetics* as the study of poetic verbal messages, followed by the general study of verbal messages which is *Linguistics*. *Semiotics* is the study of any messages. The three studies of communication *Social Anthropology*, *Sociology* and *Economics* presuppose *Semiotics*. What stands out is the “pansemiotic features”²⁴⁰ of poetics due to the “universe of discourse” claiming that

“Any verbal behavior is goal-directed, but the aims are different and the conformity of the means used to the effect aimed at is a problem that evermore preoccupies inquirers into diverse kinds of verbal communication.”²⁴¹

Adam Smith (1723-90)²⁴², the founder of modern political economy, was not only an authority in favour of free market, *laissez faire* economies, but he wrote and lectured also on a wide range of other subjects such as “Moral Sentiments”, “Wealth of Nations” and

²³⁹ Jacobson, p. 20.

²⁴⁰ Jacobson, p. 71.

²⁴¹ Jacobson, p. 71.

²⁴² *WHO'S WHO IN ECONOMICS - A Biographical Dictionary of Major Economists 1700 - 1981*, Mark Blaug and Paul Sturges (eds.) (Brighton, 1983), p. 336.

“A Dissertation on the Origin of Language”.²⁴³ Finally, the economic-linguistic bond, which originated in the economics of the Enlightenment period,²⁴⁴ is completed by a further linking tie, the poststructuralistic / deconstructive perspective. The keywords ‘Hermes’ and ‘hermeneutics’ will bridge the seeming gap of merchandisers and thieves in the ancient Greek mythology. Plato’s dialogue ‘Kratylos’ signifies *Hermes* ethymologically as ‘interpreter’, ‘sign-man’, messenger of signs, semiotic agent and mediator between significant and object of the real world. This understanding leads to *hermeneutics* constituting the act of ‘critical reading’.²⁴⁵ *Hermes* is an enigmatic character reflecting the ambivalence and ambiguity of the poststructuralistic / deconstructive view of ‘floating’ signs.

“As a creature of language, the writer is always caught up in the war of fictions (jargons), but he is never anything but a plaything in it, since the language that constitutes him (writing) is always outside-of-place (atopic); by the simple effect of polysemy (rudimentary stage of writing), the warrior commitment of a literary dialect is dubious from its origin. The writer is always on the blind spot of systems, adrift; he is the **joker**²⁴⁶ in the pack (...)”²⁴⁷

Analogous to the similarity of ‘Hermes’ and ‘Joker’, who are both classified as ‘Trickster’ figures,²⁴⁸ the above quotation is also relevant in the following respect: Economics can be seen as a particular act of communication, thus money can be interpreted as the ‘ultimate supra sign’.²⁴⁹ Money does not embody the material value anymore, **money** (S^r) signifies an abstract relation via **price** (S^d) towards the **purchasing object** (O). These elements constitute altogether the *Semiotic Triangle* described in the approach to this thesis which *Figure 11* depicts as *Economic Semiotic Triangle*.

²⁴³ Adam Smith, “A Dissertation on the origin of language”, in: *Tuebingen Beitrage zur Linguistik*, nr. 3 (Tuebingen, 1970).

²⁴⁴ Jacobson, p. 462.

²⁴⁵ *Companion to literary myths, heroes and archetypes*, Pierre Brunel (ed.) (London, 1992), pp. 532, 555.

²⁴⁶ Bold type font was added.

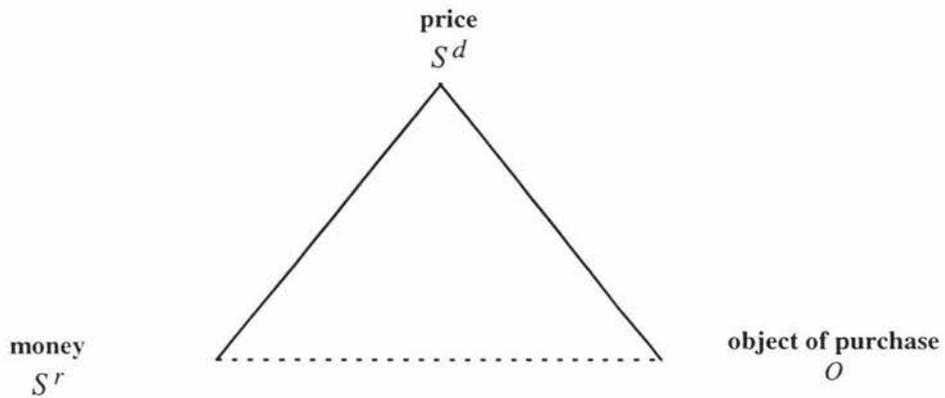
²⁴⁷ Roland Barthes, *The Pleasure of the Text*, transl. by Richard Miller (Oxford, 1990), pp. 34, 35.

²⁴⁸ *Woerterbuch der Symbolik*, Manfred Lurker (ed.) (Stuttgart, 1985), p. 711.

²⁴⁹ Michael Serres, *Der Parasit*, transl. by Michael Bischoff (Frankfurt, 1981), p. 236.

Figure 11:

Economic Semiotic Triangle



Source: Modified version of Figure 3.

From the developed *Economic-Semiotic Triangle* one could infer the *Economic-Poststructuralistic-Semiotic Triangle* by considering the diverging purchasing powers dependent on exchange rates or, at a domestic, non-transparent market the imperfect information situation leading to different $S^r - S^d - O$ relations. In addition, the ambiguity of the 'sign' money becomes obvious in the following quotations:

“A RUBEL IS NOT SILVER, A RUBEL IS THE RULER’S WORD.”

Ivan Pososkov
Russian economist

“MONEY IS ONLY THE WEALTH OF A SIGN BASED ON THE PRINCE’S SIGNATURE.”

John Law
banker, merchant and statesman
(Minister of Finance, France 1720)²⁵⁰

²⁵⁰ *Who’s Who*, p. 224.

Here, the money's dependency on a monetary authority or institution is the dynamic element causing different $S^r - S^d - O$ relations. A manner of managing this 'monetary state of affairs' can be seen in the process of *Bricolage*²⁵¹ which has also been suggested for the first encounters with *TRADESPEAK*.

Bricolage could be interpreted as a variant on problem solving skills and flexibility in language use, features which have now turned out to be the new key advantage in the world of business.

²⁵¹ Serres, p. 243 f.

Appendix

i)	Received Pronunciation Table	page VI
ii)	Fax referred to by FAX II	page VII
iii)	Fax referred to by FAX III	page VIII
iv)	Fax referred to by FAX IV	page IX
v)	Fax referred to by FAX V	page X
vi)	Fax attached <i>{not quoted as original (dark box) in thesis text}</i>	page XI
vii)	FAX VIII complete <i>(all three pages)</i>	page XII
viii)	'Family tree' of INTERNATIONAL SOURCING	page XV
ix)	FAX IX complete	page XVI
x)	LOOK OUT correspondence - FRENCH BUYING OFFICE	page XVII
xi)	SONGSTER correspondence - <i>Bill of Lading</i>	page XVIII
xii)	LOOK OUT correspondence - <i>Inspection Certificate</i>	page XIX

i) Received Pronunciation

Symbols for English vowels

/ɪ/	hid	miss			(ɪ)
/ɛ/	head	mess			(e)
/æ/	had	mass			
/ɒ/	cod	moss			
/ʌ/	cud	pus			
/ʊ/	could	puss			(ʊ)
/ə/				pillar	
/i:/	heed	peace	bee	city	(i:)
/u:/	food	mousse	boo	voodoo	(u:)
/ɜ:/	heard	purse	burr		(ə:)
/ɑ:/	hard	pass	bar		(ɑ:)
/ɔ:/	hoard	force	bore		(ɔ:)
/eɪ/	fade	face	bay	ballet	
/aɪ/	hide	mice	buy		
/ɔɪ/	void	voice	boy	convoy	
/oʊ/	hoed	dose	dough	pillow	(əʊ)
/aʊ/	loud	mouse	bough		
/ɪə/	feared	fierce	beer		(ɪ:)
/ɛə/	fared	scarce	bear	compere	(ɛ:)
/ʊə/	toured		tour	contour	
/ju/	hewed	puce	due	mildew	

Symbols for English consonants

/p/	peer	paw	peal	leper	rip	loop	
/t/	tier	tore	teal	letter	writ	loot	
/k/	care	core	keel	wrecker	rick	Luke	
/b/	beer	bore	bead	pebble	rib	lube	
/d/	dear	door	deal	redder	rid	rude	
/g/	gear	gore	gale	beggar	rig	league	
/tʃ/	cheer	chore	cheap	lecher	rich	mooch	(ʧ)
/dʒ/	jeer	jaw	jeep	edger	ridge		(ʒ)
/f/	fear	four	feel	heifer	whiff	roof	
/θ/	Thea	thaw	theme	method	myth	tooth	
/s/	sear	saw	seal	lesser	miss	loose	
/ʃ/	sheer	shore	shield	pressure	dish	douche	(ʃ)
/h/	hear	hoar	heal				

Source: Colin Yallop, *English Phonology* (Sydney, 1995), p. 42)

ii) Fax referred to by FAX II

BY: XEROX TELECOPIER 7010 ; 19- 5-94 7:02PM ;

TELEBOX→

853572146:1

Page: 3

International
Sourcing, Singapore

Singapore

19th May 1994

page 29

Send by [] Pte. Ltd.

ATTN : BONNIE DEST :
 FROM : ELTON CHEUNG DEPT :
 REF : CARQS203.519
 DATE : MAY 19, 1994
 CC : ANITA/CASIA/ADALINE

RE : SP95 RRL 18M

WE ARE FORESEEING THERE MIGHT BE A POTENTIAL C FAST PROBLEM OF
 THE STOCK ZIPPER TO WASH. THEREFORE, WOULD APPRECIATE THAT IF YOU
 COULD ARRANGE 3 PCS OF THE STOCK ZIPPER TO BE SENT TO US FOR C FAST
 TESTING. PLS ADV BY RETURN FOR THE AVAILABLE DATE .THKS

THKS N B RGDS

Ext c.c. :
 Int c.c. : OS
 Filename : CARQS203.519

***** END OF FILE *****

*** LAST PAGE - END OF TRANSMISSION ***

iii) Fax referred to by FAX III

International

Sourcing HongKong Hongkong

24th May 1994

page 50

24 '94 17:24

ATTN : BONNIE
FROM : NITA
REF : CAROS082.524
DATE : MAY 24, 1994

DESTN :
DEPT : ROUGHWEAR
CC : MARIE WONG - PRL HX

1) RE : FIT FORM - G-12 & G-6 PLEATED HACKING PANT MEXICO F'94 PGRM
ATTACHED IS THE FIT FORM OF THE ABOVE MDL FOR YR FUTURE USE
DUE TO MEXICO HAS CHANGED THIS MDL TO SIENA PANT (ORI MDL FOR F'94).
PLS TO INFORM YOU THAT YR SUBMITTED PROTO SAMPLE IS APPROVED FOR
STOCK.

2) RE : CANMEN F'94 FOB PRICE
ATTACHED IS THE CANMEN F'94 FOB PRICE FOR YR ACTION.
PLS NOTE THIS ATTACHED FOB PX HAS BEEN FAXED TO YOU ON 5/05 REF
CAROS082.505 (10 PAGES).

CHECKING WITH CANMEN ON THE REVISED FOB FOR PO 2275 BEC THEY STILL
BASED ON CMT US\$ 7.70 FOR THEIR FOB PX. WILL KEEP YOU POSTED.

3) RE : CR'94 FRT CHARGES
WAS ADVISED BY CANMEN THAT THEY HAVE SENT THE CHEQUE FOR THE
ABV PAYMENT TO OUR PRL HX ATTN PADONNA . PLS HELP TO CALL PADONNA
TO CHECK AND LET ME KNOW IF YOU HAVE ANY QUESTIONS.

FYI, THIS CHEQUE WAS SENT TO PADONNA VIA FEX EX 400-3726-1346. *6/63*

4) RE : POLO AUSTRALIA LOOSE 5 FIT PKT JEAN
A) RE : COTTON SHEETING POCKETING SUBMITTED TO ILD
WAS ADVISED BY ILD THIS POCKETING MUST WITHSTAND A STONEWASH . QA MUST
TEST THIS FABRIC WHICH WILL TAKE A FEW WEEKS. T/4 SUGGEST TO USE
THIS POCKETING FOR FUTURE SEASON. MEANWHILE PLS NOTE THAT COPEN IMPERIAL
WHITE (WHITE 100% COTTON MILLIKEN 0023) IS APPROVED TO RUN WITH THIS
PROGRAM.
PLS PROCEED BOOKING THIS COPEN IMPERIAL POCKETING FOR THIS MDL.

5) RE : FABRIC SHPT DELAYED
PLS NOTE THAT THE FABRIC SUPPLIER (RAYTEX) ADVISED THAT DUE TO PROD
DELAY IN CLR DEFENDER GREEN, THE ENTIRE FABRIC SHPT WILL NOT BE READY UN
END MAY , THEREFORE, WOULD ASSUME FABRIC ETA CARMEN ON/ABT END JUNE.
PLS ADV GARMENT DELVY FOR FABRIC ETA END JUNE FOR POLO AUSTRALIA.

6) RE : MEXICO F'94 PROGRAM
A) PLS NOTE MEXICO WILL AIR THEIR FABRIC G-1 CORDUROY TO YOU.
WL KEEP YOU POSTED ON FLT DTL ONCE AVAIL.

B) RE : BD# G-6 & G-12 SIENA PANT
PLS NOTE MEXICO TARGET PX FOR THE ABV MDL IS \$ 8.75
PLS CFM YR ACCEPTANCE.

C) RE : MEXICO L/O FABRIC
WAS ADVISED BY MEXICO TO SEND THE L/O FABRIC TO ILD.
PLS HELP TO ARRANGE.

D) RE : REVISED LABEL
MEXICO HAS ALRDY SENT THE REVISED LABEL ON MONDAY.
WILL SEND TO YOU ONCE RECD FROM MEXICO.
HOPEFULLY I CAN RECEIVE THEM BY TDY BEC WE ARE CLOSED TOMM.

iv) Fax referred to by FAX IV

International
Sourcing HongKong Hongkong

24th May 1994

page 51

ATTN : BONNIE
FROM : NITA
REF : CAROS097.524
DATE : MAY 24, 1994

DESTN :
DEPT : ROUGHWEAR
CC : MARIE WONG - HX

1) RYFAX 052194-5 DD 05-21-94 PANAMA ORDER (USING USA FAB INVENTORY)
WILL CHECK WITH PANAMA AND ADV ON THURS

2) RYFAX 052394-8 DD 05-23-94 F'94 MEXICO SIENA PANT & HK SIENA PAN
LAWN PANT
WILL CHECK WITH ILD AND ADV. *split the canan 2
suspenders with 1 pant*

MEANWHILE PLS ADV QTY REQUIRED FOR SUSPENDER BUTTONS FOR EACH MDL.

3) RYFAX 052194-3 DD 05-21-94
A) RE : CANMEN FRT CHARGES
NOTED. PLS KEEP ME POSTED.

B) RE : CHILE PO RWF'93-2
WILL DO

C) RE : F'94 HK CMT PX
WILL ADV HK ACCORDINGLY AND REVERT TO YOU IF ANY PROBLEM.

D) RE : T-6 LAWN PX CMT
NOTED.

E) RE : BR-3 BRUSHED CHINO *7/4 HK polo*
PLS NOTE THAT THE TYPE OF WASHING FOR THE ABV MDL IS THE SAME AS *import cl.pnt
7.16 6.15
6.10*
CANMEN WHICH IS GARMENT WASH (AS PER COMPONENT LIST).

D) RE : F'94 HK TRIMS DELVY CHART
WILL CHECK WITH HK AND ADV OUTCOME ASAP.

4) RYFAX 052394-7 DD 05-23-94 F'94 PANAMA & MEXICO FOB PRICES
WILL PUSH BOTH PANAMA AND MEXICO FOR THE FOB PXS

5) RYFAX 052094-11 DD 05-20-94
A) RE : CR'94 CAN MEN ZIPPER CLR
NOTED YOU WOULD LIKE TO REPLACE THE ZIPPER COLOR TO 085/560 I/O
S597/A560 FOR NUBUCK AND NAVY. PLS PROCEED AS LONG AS THIS
CODE MATCHES THE STOCK FABRIC.

B) BD-2 SUEDED TWILL
NOTED. PLS PROCEED AS LONG AS THE COLOR CODES MATCH THE BODY COLOR..

FYI, I HAVE NOT RECD THE AFTERWASH STANDARD FROM ILD AND WAS ADVISED
BY ILD FTY TO DYE TO MATCH TO SHELL FABRIC. SINCE YOU HAVE ALRDY
RECD THE FABRIC AND THIS IS ONLY GARMENT WASH. PLS PROCEED TO
BOOK THE ZIPPER ACCORDINGLY.

C) RE : MM-2/N-3
HAVE NOT RECD THE A/W STANDARD FROM ILD. WILL SEND TO YOU ONCE AVAIL.

6) RE : SAMPLES AND AFTERWASH PANELS
WILL ACK UPON RECEIPT AND ADV COMMENT ON SUBMITTED PANEL ONCE RECD.

7) RE : MEXICO REVISED LABEL FOR CCG-2 N G-1
PLS NOTE MEXICO IS SENDING THE REVISED LABEL FOR F'94 R/W PRODN

v) Fax referred to by FAX V

Songster

Macau

17th May 1994

page 19

FAX : 051794-9

DATE: 05-17-94

TO : PRLS

ATTN: NITA

RE L/O FAB OF LICS. X

WLD LIKE TO RTN THE L/O FAB WHICH HD BN STKD OVER 2 YEARS X PLS INFM THE CONCERND LICS N CFM BY RTN X ENCLD PLS FIND THE L/O FAB LISTING BLLW :

-CAN MEN X

F'90	PRINTED CORD.	H'BONE	60Y	FTY. KL
CR'90	55% LIN 45% CTN	TAN H'BONE	120	"
		NAVY P/STRIPE	50	"
		NAVY H'BONE	80	"
SP'91	60" 80% RAY 20% WOOL	BRWN HOUNDSTOOTH	40	"
	60" 100% VISCOSE RAY GAB	TAN	80	"
		TAUPE	60	"
		NAVY	70	"
	60" F.C.C. CHINO	CREAM	400	LU
F'91	60" BR. ARMY CHINO	OLIVE	85	.KL
SP'92	60" HAMPTON CHINO	BUTTER	30	GXY
		PALE SKY	20	"
	44" CHAMBRAY STRIPE	SP83	50	"
SU'92	60" HAMPTON CHINO	COBALT WAVE	40	KST
	44" OXFORD STRIPE	SU36	80	"
		SU53	130	"
CR'92	60" GOLF CHINO	BLACK	30	GXY
	58" CHAMBRAY(WATER DAMAGED)INDIGO		1,017	"
-MEXICO X				
SP'92	45" CTTN MADRAS	SP53	304	"
		SP291	300	"
-SEIBU X				
SP'92	44" CHAMBRAY STRIPE	SP82	314	KL

TKS & RGDS

BONNIE

CARMEN MACAU

X

vi) Fax attached

International Sourcing Hong Kong	HongKong	17th May 1994	page 20
--	----------	---------------	---------

ATTN : BONNIE
FROM : NITA
REF : CAROS084.517
DATE : MAY 17, 1994

DESTN :
DEPT : ROUGHWEAR
CC : MARIE WONG - PRL HX

) RE : F'94 MEXICO & CANMEN THREAD COLORS VIA YR LETTER DD 5-6-94

PLS TO INFORM YOU THAT YR SUBMITTED THREAD TO MATCH THE BODY SWATCHES
ARE APPROVED FOR STOCK. PLS PROCEED BOOKING ACCORDINGLY.

) RE : MEXICO G-6 AND G-12 HACKING PANT
PLS NOTE SALES HAS REQUESTED TO CHANGE THE ABV BD# AS ORIGINALLY
PLANNED : SIENA PANT INSTEAD OF HACKING PANT.

BELIEVE THIS IS OK SINCE THE PROTO SAMPLE IS STILL NOT APPROVED YET
BY ILD AND THE TRIMS ARE REMAINED UNCHANGED.

PLS LET ME KNOW IF YOU HAVE ANY QUESTIONS.

) RYFAX 051694-3 DD 05-16-94 F'94 CANMEN BOYS WOOL BLAZER BUTTON
WILL GET CANMEN TO SEND ANOTHER 5 GROSS OF 24L TO COVER
THE QTY PRODUCTION.

) RE : MEXICO RANCH DUNGAREE QUOTATION
PLS ADV THE ABOVE QUOTATION FOR THE ABOVE MDL URGENTLY.
BELIEVE YOU SHOULD HAVE RECD THE ORI SAMPLE BY NOW.

) RE : PANAMA ORDER USING USA FABRIC INVENTORY
PLS ADV URGENTLY THE EST GARMENT DELVY FOR THE ABOVE PROGRAM.
FYI, WE ARE ARRANGING TO SHIP THE FABRIC FROM SING TO MACAU VIA SEA
ON MONDAY VSL. WILL KEEP YOU POSTED ON THE VSL DTL ONCE AVAIL.

IT WILL TAKE 10 DAYS (INCLUDING CLEARANCE) TO SHIP THE FABRIC TO YOU.
IF FABRIC ETD IS MAY 23 THE ETA FABRIC WILL BE JUNE 3.
PRODUCTION LEAD TIME IS 2 MONTHS SO THE GARMENT EST X-DATE IS AUG 3, 1994
PLS LET ME KNOW IF ANY PROBLEM.

) RE : F'94 CAN MEN MARINE FAT PANT TRIMS
WILL CHASE CAN MEN FOR THE FLT DTL. WILL KEEP YOU POSTED.

TKS N B RGDS

B. K & E

England

2nd May 1991, page 69

F A C S I M I L E

TO: ---

PAGE ONE OF THREE

ATTN: TERRY

OUR FAX. 8024/91

2ND MAY 1991

Dear Terry,

I would like to thank you for the time and hospitality you gave me during my visit to Hong Kong. It was nice to meet you and to see how you and your Company operate.

I have listed below points from our meeting which require confirmation.

1. C OF O ON GARMENT LABELS

C of O to be omitted from garment labels on all future orders including O/No 5250, 5251 and 5252.

2. STOCK CLEARANCE LINES

Terry to confirm if we have any stock clearance Bra lines similar to the ones used for quota allocation in September 1990.

3. LEAD TIMES

Lead times were confirmed as follows:

Existing Styles 90 - 120 days

New Styles - upto 6 months

4. STYLE 91/28-4 BRA

(a) 12 White samples - advised samples would be sent on 25/4/91, not yet received. Confirm when these will be sent, very urgent.

(b) Colour samples - Terry agreed to advise when colour samples would be available, Pink, Peach and Aqua. No information received, please advise urgently.

5. CONFIRMATION O/NO 5250

Shipment - as your fax 91355 Style 4216 and 4218 to be shipped by air, 4216 direct to UK, 4218 via Denmark. Please advise ETD by return. Terry advised 25/4/91.

Please use  Air Shipment Agents, Adams Express.

69

B. K & E England 2nd May 1991 page 70
page 2

P. 2

PAGE TWO FO FAX 8024/91

6. CONFIRMATION O/NO 5251

Shipment - as your fax 91365, 2510 pcs of Style 4216 to be shipped as soon as possible, please advise ETD.

Also advise ETD of balance of Style 4216 and full quantity of Style 4218.

7. CONFIRMATION/NO 5252

ETD - confirm ETD will be week 27 - 1/7/91.

8. NEW SAMPLES

(a) 40 Denier Nylon Co-ordinate Range

<u>STYLE</u>	<u>DESCRIPTION</u>
91/28-6	Soft Cup Bra
91/33-2	U/Wire Bra
90/15-5	Brief
?	Suspender
?	Half Slip
91/B20	French Knicker
91/A3	Camisole
?	Teddy

Terry agreed full range of samples and prices would be sent by 30/4/91. Confirm when samples will be sent.

(b) Stretch Lace Small Range (91004 Design)

91/4-2	Soft Cup Bra
91/46-1	U/Wire Bra
?	Rio Tanga
?	Teddy

Again samples and prices promised for 30/4/91. Confirm when samples will be despatched.

(c) Polvester Satin Range

- (i) Print Range
- (ii) Satin and Lace Range

Agreed samples to be sent by 30/5/91.

B. K & E
page 3

England

2nd May 1991 page 71

PAGE THREE OF FAX 8024/91

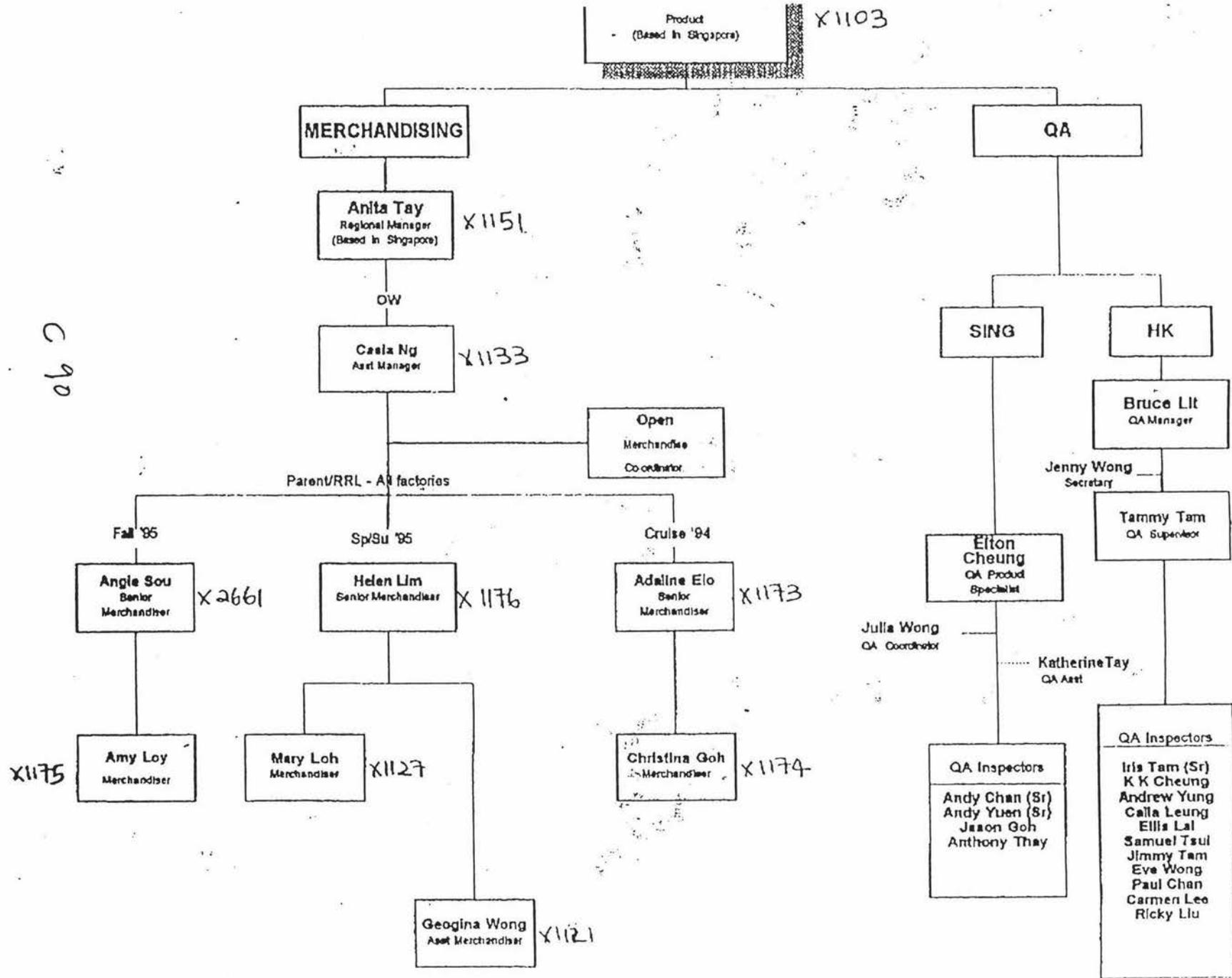
(d) Bodybugger

Confirm you received our samples of all Stretch Lace Bodybugger for counter sampling and advise when sample and price will be ready.

Regards,

Paul Webster

viii) 'Family tree' of INTERNATIONAL SOURCING



XV

C 90

ix) FAX IX complete

Irish Girl Macau 4th May 1991 page 72 3

FAX MESSAGE

TEL NO: 33

TO : MARKETING	PAGE NO: 1 OF 1
REF:	DATE : 4-5-91

ATTN:
EUROPE/AJD4591

DEAR PAUL,

IT IS ALWAYS A PLEASURE TO SEE YOU AND MR. POWER IN FAR EAST; BY THE WAY, VERY GLAD TO RECEIVE YR CARD AND HOPE YOU HAVE ENJOYED YOUR TRIP HERE.

RE: STOCKS

WILL POST U THE SPL NEXT WEEK + BRKDN + PRICE

RE: 91/28-4 BRA

WILL SEND TO YOU NEXT WEEK 12 PCS OF SALESMAN SPLS.

RE: O/NO.5250 ART. 4216 N 4218

O/NO.5250 ART.4216&4218 TTL.:12CTNS SENT ON 3/5/91 BY AIR TO LONDON FLIGHT DETAIL TO BE FOLLOW.

O/NO.5251 ART.4216 TTL 9 CTNS S/S "TOKYO BAY" ETD HK 8-5-91 ETA SOUTHAMPTON 28-5-91

RE: ALL YR PENDING ORDERS

I HV A VERY GOOD NEW FOR YOU, ALL YR PENDING ORDER WILL BE SHIPPED DIRECT TO U.K. THIS YR SINCE V HV SUCCESSFULLY OBTAIN ENOUGH FREE QUOTA. AND I AM NOT GOING TO CHARGE YOU FOR THIS AS AN APPRECIATION TO YR CO.

RE:ALL OTHER SPLS

I M SRY BUT I WAS JUST BACK TO THE OFFICE ON MONDAY FROM EUROPE, WILL FLW UP YR SPLS N INFORM U EARLY NEXT WEEK.

B. RGDS

TERRY

P. 2/2

half moon

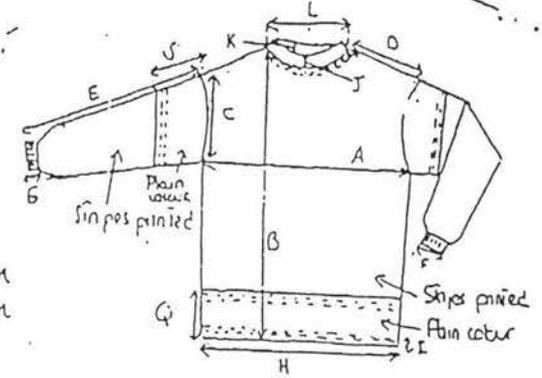
TO: _____ ATTN: Catherine _____ FAX: _____

FM: Cindy _____ REF: 7062 DATE: 16/6/93 PAGE: 1 OF 2

Re: Sweat Marin Seven

The sent counter sample was rcvd + comments as belows:-

- style : ok *before printed stripes*
- weight : We prefer to keep the weight as yr smpl 310gm/m2 I/O original in 280gm/m2 for production.
- collar & cuff : We want the collar & cuff with spandex not as yr smpl.
- measurement : 1) ok for the cut & sewn on sleeve & bottom but pls modify the measurement as follows:-



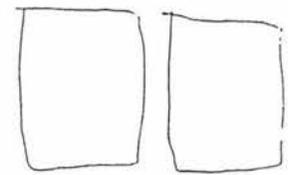
S = 18cm
Q = 15cm

2) other measurement are ok.

- We would like an half-moon back as next page.

Pls send us a new smpl with print stripe in 3x4cm as enclosed page + above-mentioned modification.

Thanks to inform the smpl delivery date.



B. Rgds.,

Cindy

No wash 57m wash

II VII

xi) SONGSTER correspondence - Bill of Lading

24th May 1994

page 54

Lading)

COMMERCIAL
A DE PRAIA GRANDE

PORT OF ORIGIN
ITALY

NEGOTIABLE
BILL OF LADING

3/10

BL No. 0106032

VESSEL: COM PASCAL	
PORT OF LOADING: LA SPEZIA	PORT OF DISCHARGE: MACAU
MEASUREMENTS (COM)	WEIGHT PAYABLE AT: FRIGHT COLLECT
	NUMBER OF ORIGINALS: 3
	REFERENCE: 54451/017

ROLLS

1683 5/8 YARDAS DE TELA

ROS. 513,9

COPY NOT NEGOTIABLE

USED INTO THE CONTAINER NO. KMLU 116948/0 according to the declaration of the consignor

MEX FO 0379
ITALY
N MACAU

S	PREPAID	COLLECT
SUB TOTAL		
SUB TOTAL		
GRAND TOTAL		



FOR DELIVERY OF THE GOODS PLEASE APPLY TO:

UNIT A & B, 7 FLOOR SUNSHINE
KOWLOON BAY CARGO CENTRE, 89 TAI YIP ST.
~~KOWLOON BAY, KOWLOON HONG KONG~~
Declared value for ad valorem rate according to
the declaration of the consignor (Clauses 7 and 8)

Bibliography

- ABRAMS, Meyer H., *A Glossary of Literary Terms* (Fort Worth a. o., 1993).
- Acronyms, Initials & Abbreviations Dictionary*, Ellen T. Crowley (ed.), 6th edition, vol. I (Detroit, 1978).
- ADAMS, Eric J., "Better connected", in: *World Trade*, 7 (8) September 1994, pp. 99 - 100.
- Anonymous*, "Britannia rules Asia's soundwaves", in: *Corporate Location*, pp. 12 - 13.
- BALDICK, Chris, *The Concise Oxford Dictionary of Literary Terms* (Oxford, 1990).
- The Barnhart Abbreviations Dictionary*, Robert K. Barnhart (ed.) (New York, 1995).
- BARTHES, Roland, *The Empire of Signs*, transl. By Richard Howard (London, 1983).
- BARHTES, Roland, "The death of the author", in: *Modern Criticism and Theory*, David Lodge (ed.) (London, 1988), pp. 167 - 172.
- BARHTES, Roland, *The Pleasure of the Text*, transl. by Richard Miller (Oxford, 1990).
- BARTHES, Roland, *SZ*, transl. by Juergen Hoch, 2nd ed. (Frankfurt, 1994).
- BERNSTEIN, Basil, *Class, Codes and Control: Theoretical Studies towards a Sociology of Language* (London, 1971) vol. I.
- BUEHLER, Karl, "Die Axiomatik der Sprachwissenschaft", *Kant-Studien* (Berlin, 1933) vol. 38, pp. 19-90.
- BUEHLER, Karl, *Sprachtheorie* (Stuttgart, 1965; reprint of Jena, 1934).
- Companion to literary myths, heroes and archetypes*, Pierre Brunel (ed.) (London, 1992), pp. 532, 555.
- CREMER, Rolf D., WILLES, Mary J., "Overcoming Language Barriers to International Trade: A Text-based Study of the Language of Deals", in: *Journal Asian Pacific Communication* (Clevedon, 1994) vol. V, nr. 3, pp. 147-161.
- CREMER, Rolf D., WILLES, Mary J. *The Tongue of the Tiger - Overcoming Language Barriers in International Trade* (Singapore, 1997); quoted: *tongue*.
- CRYSTAL, David, *A Dictionary of Linguistics and Phonetics* (Oxford, 1997).
- DATABASE*, New Zealand Social Research Data Archive based at Massey University, Palmerston North.
- DERRIDA, Jacques, *Speech and Phenomena*, transl. by David B. Allison (Evanston, 1973).
- DERRIDA, Jacques, *Of Grammatology*, transl. by Alan Bass (Baltimore, 1976).
- DERRIDA, Jacques, *Writing and Difference*, transl. by Gayatri Chakravorty Spirak (London, 1978).

- DERRIDA, Jacques, "Structure, Sign and Play in the discourse of the human sciences", in: David Lodge, *Modern Criticism and Theory* (London, 1988), pp. 107-123; quoted: *structure*.
- ECO, Umberto, *A Theory of Semiotics* (Bloomington, 1976).
- EDMONDSON, Willis, "Discourse production, routines and language learning", in: *Englisch als Zweitsprache, AAA Buchreihe zu den Arbeiten aus Amerikanistik und Anglistik*, Bernhard Kettemann, Peter Bierbaumer, Alwin Fill, Annemarie Karpf (eds.), (Tuebingen, 1989) vol. 2, pp. 287-302.
- GEERTZ, Clifford, *Dichte Beschreibung - Beitrage zum Verstehen kultureller Systeme* (Frankfurt, 1995).
- HALLIDAY, Michael A. K. and Ruqaiya Hasan, *Language, context, and text in a social-semiotic perspective* (Oxford, 1989), p. 12.
- HARROWITZ, Nancy, "Das Wesen des Detektiv-Modells. Charles S. Peirce und Edgar Allan Poe", in: *Der Zirkel oder im Zeichen der Drei. Dupin, Holmes, Peirce*, eds. Umberto Eco and Thomas A. Sebeok (Muenchen, 1985), pp. 262-288.
- HOUSE, Juliane, "Toward a Model for the Analysis of Inappropriate Responses in Native / Nonnative Interactions", in: *Interlanguage Pragmatics*, Gabriele Kasper, Shoshana Blum-Kulka (eds.) (New York, 1993), p. 161-183.
- JACOBSON, Roman, *On Language*, Linda R. Waugh, Monique Monville-Burston (eds.) (London, 1990).
- JEFFERSON, Ann, "Structuralism and Poststructuralism", in: *Modern Literary Theory*, Ann Jefferson and David Robey (eds.) 2nd edition (London, 1993), pp. 92-122.
- JOHNSON, Barbara, *The critical difference* (Baltimore, 1980).
- KAMEDA, Naoki, SULLIVAN, Jeremiah, "English as lingua franca in the Far East", in: *Multinational Business Review*, 4 (1) Spring 1996, pp. 52 - 62.
- KRESS, Gunter, *Linguistic processes in sociocultural practice* (Victoria, 1985), ECS806 Sociocultural aspects of language and education at Deakin University, Victoria/Australia.
- LARSEN, Stuart E., "Semiotics", in: *The Encyclopedia of Language and Linguistics*, R. E. Asher and J. M. Y. Simpson (eds.) (Exeter, 1994) vol. 7, pp. 3821-3832.
- LAVER, John D. M. H., "Speech", in: *The Encyclopedia of Language and Linguistics*, R. E. Asher and J. M. Y. Simpson (eds.) (Exeter, 1994) vol. 8, pp. 4101-4109.
- LEVI-STRAUSS, Claude, *Structural Anthropology* (Hamondsworth 1968).
- Longman - Dictionary of Applied Linguistics*, Jack Richards, John Platt and Heidi Weber (eds.) (Essex, 1985); quoted: *Dict. Appl. Ling.*
- LYONS, John, *Linguistic Semantics - An Introduction*, (Cambridge, 1995).
- MALINOWSKI, Bronislaw, "The problem of meaning in primitive languages", in: Charles K. Ogden and Ivor A. Richards, *The Meaning of Meaning - A study of the influence of language upon thought and of the science of symbolism* (New York, 1946), supplement I, pp. 296-336.

- MALMKJAER, Kirsten, "Genre analysis", in: *The Linguistics Encyclopedia*, Kirsten Malmkjaer, James M. Anderson (eds.) (London, 1991), pp. 176-181.
- MITCHELL, W. J. Thomas (ed.) *Against Theory: Literary Studies and the New Pragmatism* (Chicago, 1985).
- The Oxford English Dictionary*, J. A. Simpson and E. S. C. Weiner (eds.), 2nd edition (Oxford, 1989) vol. XI.
- OGDEN, Charles K. and Ivor A. Richards, *The Meaning of Meaning - A study of the influence of language upon thought and of the science of symbolism* (New York, 1946).
- ROSENBERG, Jerry M., *Dictionary of Business & Management* (New York, 1993).
- SAUSSURE, Ferdinand, de, *Course in General Linguistics*, transl. by Wade Baskin, Charles Bally, Albert Sechehaye and Albert Reidlinger (eds.) (London, 1974).
- SEARLE, John R., *Expression and Meaning: Studies in the Theory of Speech Acts* (Cambridge, 1979).
- SERRES, Michael, *Der Parasit*, transl. by Michael Bischoff (Frankfurt, 1981).
- SINDLINGER, Matthew, "An international business language", in: *Business Mexico*, 4 (1,2), 1994, pp. 78 - 79.
- SMITH, Adam, "A Dissertation on the origin of language", in: *Tuebingen Beitrage zur Linguistik*, nr. 3 (Tuebingen, 1970).
- SWALES, John, *Genre Analysis: English in Academic and Research Settings* (Cambridge, 1990).
- TURNER, Victor, *The Forest of Symbols - Aspects of Ndembu Ritual* (Ithaka/New York, 1994) 10th edition.
- URBAN, Greg, "Semiotics and Anthropological Linguistics", in: *International Encyclopedia of Linguistics* (New York, 1992) vol. III, pp. 406-407.
- WHO'S WHO IN ECONOMICS - A Biographical Dictionary of Major Economists 1700 - 1981*, Mark Blaug and Paul Sturges (eds.) (Brighton, 1983); quoted: *Who's Who. Woerterbuch der Symbolik*, Manfred Lurker (ed.) (Stuttgart, 1985).