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THE ROLE OF METAPHORIZATION IN BUSINESS CORRESPONDENCE: A COMPARATIVE ANALYSIS

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Business correspondence plays a crucial role in formal written communication within and between corporations. This article explores the use of metaphorization in different forms of business correspondence, such as official letters, resumes, letters of recommendation, invitations, and complaints. The aim is to analyze the extent to which metaphors are employed in each form and their impact on conveying messages effectively.

The analysis is based on a comparative examination of samples of business correspondence. The focus is on identifying instances of metaphorization and analyzing their use within each form. The criteria for evaluating metaphorical language include relevance, coherence, and adherence to stylistic and textual standards.

The study of business correspondence reveals that while metaphorization is minimized in documents such as reports and contractual agreements, it finds its place in other forms of correspondence where the personal factor is more permissible. Metaphors can add expressive coloring and enhance the

overall impact of the message, but their usage must be appropriate and aligned with the stylistic and textual standards of each form [2; 4].

In official letters, the recipient expects the essence to be well conveyed, and metaphors are sparingly used. For example, metonymies are employed to establish a contextual understanding, such as referring to a manufacturer and its invention (“*Dodge is an all-American manufacturer*”/ “*The buyer was noticeably satisfied with the Dodge*”) or to an event and its location (“*Our meeting in New York appeared to be productive*” / “*New York appeared to be productive*”).

In resumes, metaphorization is limited due to the format’s emphasis on academic credentials and a brief description of oneself. However, when attached as a motivation or cover letter, a wider range of language is allowed. For instance, a candidate may use metaphors to highlight their skills and potential contribution, such as “*Just as a compass guides explorers on their journey, I am committed to guiding your brand towards increased visibility, market expansion, and lasting impact.*”

Letters of recommendation utilize metaphors as a persuasive mechanism to present an employee’s merits and convince the management of their suitability for a specific position. For example, a letter may state, “*She can bring the skills and experience you’re looking for in a candidate, and she can quickly become an asset and help your company grow.*” [1].

Invitations, though solemn, employ metaphors strategically to “propagandize” the event and persuade distinguished guests to attend. Metaphorical language enhances the persuasive power of the invitation, such as “*I hope that you are surely going to come on that day and make the event a success with your presence*” [3].

In letters of complaint, metaphors can be utilized to convey the client’s negative experience with the entrepreneur. However, a more direct approach is preferred, with dissatisfaction justified and undisguised. Metaphors may still be employed to draw attention to the issues at hand, such as “*I am most annoyed that I wasted a morning (and half a day’s vacation) waiting for Mr. Madman to show up.*” [5].

The study of business correspondence demonstrates that metaphorization is predominantly minimized in formal documents, prioritizing clarity and factual information. However, in certain forms of correspondence, such as resumes with cover letters and business blogs, metaphors find a place to enhance the impact of the message. Understanding the appropriate use of metaphors in different types of business correspondence can help improve communication effectiveness and better convey messages to the intended recipients.

Further research in this area can explore the specific types of metaphors employed in different forms of business correspondence, their reception by

the recipients, and their overall effectiveness in achieving desired communication outcomes.

Overall, the analysis highlights the importance of adapting language and stylistic choices to suit the specific context and purpose of each form of business correspondence, ensuring that messages are effectively conveyed to the intended audience.

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ФРАНЦУЗЬКІ ЗАПОЗИЧЕННЯ В АНГЛІЙСЬКІЙ ТА УКРАЇНСЬКІЙ МОВАХ

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За підрахунками лексикографів, в українській мові близько 9% слів є спільними з французькою мовою. Часто запозичення з французької мови потрапляли в українську різними шляхами: через мову-посередник (польську тощо), напряму через літературу, мистецтво, безпосередні контакти. Слова франкомовного походження мають