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STRESZCZENIE ROZPRAWY DOKTORSKIEJ W JĘZYKU ANGIELSKIM

'Management' as a language domain in Business English

'Zarządzanie' jako lingwistyczna domena w angielskim języku biznesu

Organisational structure, professional methods of employing skills and knowledge in providing services and goods have contributed to such scientific area as MANAGEMENT, which undoubtedly influenced terminology and, consequently specialist languages. Specialist language is perceived as one of the types of language variations, which also exhibits some characteristic features similar to general language. Simultaneously, it is possible to distinguish the characteristics that denote units and processes that belong to a particular field of science and technology. When applied in a specific discourse, such units activate sectors of specialised domains highlighting configurations of concepts in the scientific or technical field. The current state of research on specialist language and terminology is largely bound to the description of certain practical issue, such as the use of passive voice, extensive vocabulary, borrowings from foreign language.

The PhD dissertation makes an attempt to fill the existing research gap in the field of specialist languages and the literature of frame semantics, which have received little attention. It is important that specialist language is undeniably a promising area of the application of the cognitive apparatus called *frame semantics*, which was introduced to linguistics by Fillmore (1975, 1977, 1982). The employment of *frame semantics* is an attractive research method for both, the analysis of specialist language and the terminology units that characterise it. Following the idea of *frame semantics*, the use of any lexical unit of a given frame evokes the whole structure and, consequently, a certain situation. In addition, lexical elements may

belong to more than one frame, while the entire frames may be contained in others, more general frames.

Frames create a wide structure in which each frame is in certain relation to other frames. The *cognitive frame* refers to events and situations perceived as scenes, and take the form of a scenario covering the roles of participants, objects, and the background of events.

The *frame* defines the relationship between experience and language and refers to more sophisticated knowledge structures. Moreover, *frames* are frequently activated by words or specialised terminology associated to them. Using a *frame*, the language user interprets her/his environment, formulates her/his own messages, creates her/his own model of the world. Thus, the method of *frame semantics* makes it possible to take into account the dynamics of specialist languages.

Crucial and inspiring works which contributed to the PhD dissertation are the methodology of the FrameNet project (Fillmore et al. 2003, Ruppenhofer et al. 2005, Boas 2006) for building a sizeable semantic database based on Frame Semantics; Frame-Based Terminology approach developed by Faber (2012); and a multilingual lexical resource of football language developed by Schmidt (2007). This dissertation offers a new system of classification of specialist language and business practices, which primarily focuses on specific language expressions and expert knowledge.

The main goal of the dissertation is to present and analyse MANAGEMENT not only as a language domain, but also as a specialised domain with an extensive conceptual dimension. It shall be highlighted that MANAGEMENT is treated as a subtype of specialist language, generally known as BUSINESS ENGLISH.

The term *conceptual domain* is equated with *cognitive domain* and here refers to cognitive structures related to our knowledge of the world. According to Langacker (1995:18–19, 29–30, 164) the cognitive domain is a type of experience, a complex of concepts, the entire complex system of knowledge, sometimes sensual experience. Each language expression refers to one or more cognitive domains. In addition, the domain provides a given type of consistent knowledge representation in respect of which other conceptual entities are characterised.

To achieve the set goals, the following research problems were formulated in the current PhD dissertation:

• the use of the framework semantics apparatus according to Fillmore (1975, 1977, 1982) is possible to analyse the specialised domain of MANAGEMENT, which is included in Business English,

• defining the semantic frames in the MANAGEMENT domain,

• singling out and characterising the most frequently occurring lexical elements within a specialised semantic frame,

• filling the gap in the literature related to the application of *frame semantics* for the analysis of specialist languages and indicating the most characteristic terminology inscribed in a given frame.

The above research goals and partial hypotheses constitute the main thesis, which assumes that it is possible to determine the specialist domain of MANAGEMENT inscribed in Business English and at the same time identify its specialist semantic frames, specification and characteristics of the most common lexical units.

The main goal of this thesis is a semantic analysis of the vocabulary related to the MANAGEMENT domain. The analysis was based on a language corpus consisting of 10 books in the field of management.

- *The John Adair Handbook of Management and Leadership.* **Adair, J.** (2004),

- *A Handbook of Management Techniques. A Comprehensive Guide to Achieving Managerial Excellence and Improved Decision Making.* **Armstrong, M.** (2006),

- *Armstrong's Handbook of Management and Leadership: A Guide to Managing for Results.* **Armstrong, M.** (2009),

- *Modern Management: Concepts and Skills.* **Certo, S.C. and S.T. Certo** (2012),

- *Management: Tasks, Responsibilities, Practices.* **Drucker, P.F.** (1986),

- *Management: People, Performance, Change.* **Gómez-Mejía, L.R., and D.B. Balkin** (2012),

- *Management: Meeting and Exceeding Customer Expectations.* **Plunkett, W.R.; Attner, R.F. and G.S. Allen** (2008),

- *Management.* **Robbins, S.P., and M.K. Coulter** (2012),

- *Management.* **Williams, C.** (2007),

- *The Management Bible.* **Nelson, B. and P. Economy**

In order to conduct linguistic corpus analysis, such toolkits as *AntFileConverter* and *AntConc* were applied. The first step was to apply *AntFileConverter*, designed to convert PDF or Word files into text documents, which then enabled further corpus research. *AntConc* includes, such tools as concordances, word and keyword frequency generators, tools for cluster and lexical bundle analysis. Both toolkits enable systematic and more comprehensive body analysis.

In the corpus analysis we employed two tools of the *AntConc*, namely *Word List Tool* and *N-Grams Tool*. The apparatus *Word List Tool* enables to count of all the words by portraying them in an ordered list with the most frequent corpus words. While generating the frequency list, the function *use a stoplist below* was employed, which enabled us to eliminate a certain set of words irrelevant to the analysis, in this case, function words. *N-Grams Tool* – enabled us to extract the most common groups of two-word, three-word and four-word length clusters. Moreover, on the basis of the results from the *N-Grams Tool*, the first 800-word chunks were selected. Overall, the first 500 single lexical units and 800 lexical bundles were extracted from the corpus results and then subjected to further research. *AntFileConverter* and *AntConc* enable us to analyse large sections of data, and consequently, led to the greater representativeness and credibility of the results. In the light of the fact that the analysis is based on the corpus related to the domain of MANAGEMENT, it enables us to provide a systematic and comprehensive description of the specialist language of MANAGEMENT.

In order to organise and categorise lexical units, the author established a hierarchy of scenes and frames based on the corpus and supporting texts in the field of management. Then each frame that is, the name of the frame – was consulted with a corresponding subject category provided by the following lexicographic sources:

- *Longman Lexicon of Contemporary English*
- *Random House Word Menu*
- *Longman Language Activator*

These are thematic dictionaries with carefully selected lexical material related to various fields. Terms from individual thematic categories, which overlap with lexical elements and body phrases, have been separated and recognised as lexical units of a specific frame. The adopted procedure allowed to set the hierarchy of scenes and frames, and at the same time helped to establish these lexical units adequate for the given frame. In addition,

during the analysis, each examined lexical element belonging to a given frame was provided with information on the specialised thematic area in which this term is used.

It shall be indicated that the frequency factor is of fundamental importance for corpus research, due to the relatively large specialised body data. Therefore, due to the huge number of lexical units, the following analysis is limited only to elements with the top, high and medium frequencies, which at the same time allow to determine the most prototypical elements for a specific semantic frame.

From the cognitive point of view, the most frequent lexical elements instantiate conceptually necessary components of a specific frame. This does not imply that the residual lexical items with low and very low frequency are not vital for the frame in question. Nevertheless, those elements with lower frequency do not uniquely characterise a frame and can be instantiated in any semantically appropriate frame. The general approach of the study is focused on creating a Scene-and-Frame hierarchy, grouping together of corpus-driven lexical items variously related to the specific frame, and subsequently, based on those lexical units discovered by consulting business and management-oriented lexicographic sources, establishing the statistically best evidenced highly specialist phrases and collocations. Consequently, a new classification system for language and information and linguistic units has arrived. The main aim of the thesis has been to help bring the expanding multi-layered domain of MANAGEMENT into clearer focus by establishing frames for ordering the mass of information.

The frame-based apparatus brought a hierarchical structure that goes from the scene PLANNING, that is a superordinate construct of two frames, namely <MAKING DECISION> and <PLANNING>. Those two frames are structural entities that generally share a common perspective on a specific conceptual scene. Such a structure starts from the scene, which splits into two frames which in turn serve as an umbrella for lexical units. A particular lexical item constitutes a base for the formation of further specialist lexical units.

The analysis of the frame <MAKING DECISION> enable to determine the four most frequent lexical items, and these are *decision*, *cost*, *analysis* and *effect*. Therefore, the four essential components are closely related to the frame <MAKING DECISION>. The number of collocations and expressions formed by the aforementioned lexemes is 60. The frame <PLANNING> constitutes an integral and indissoluble part of the conceptual domain MANAGEMENT which consists of thirteen lexical items, that are *organisation, plan, planning, level, strategy, structure, system, design, use, work and qualitative*. The aforementioned lexical units enable us to formulate 58 specialist expressions. Among all of

the lexical items, the largest group, of 17, constitute nominal elements, 6 of them are verbal elements, and merely 2 are adjectival elements.

The analysis of the domain of MANAGEMENT has also sought to explore its idiosyncrasies. It should be noted that the analysis revealed another interesting aspect connected with the fact that some of the specialist expressions are of idiomatic and metaphorical nature. These are: *on the level* (AmE; also *on the up and up*), *a level playing field, an uneven playing field, work it/things* (informal), *work to rule* and *work things out.*

The conceptual domain of MANAGEMENT seems to represent a complex microreality exhibiting its own characteristics, and therefore, terminology within such a domain is restricted to specific, primarily formal situations. It shall be highlighted that the resulting linguistic image of the phenomenon of MANAGEMENT ought to be supplemented with information from subject area literature in order to verify the expected correspondence between the linguistic and extralinguistic data.

It shall be stated that the study does not exhaust the discussion, and therefore, there is still much work to be done in the field of the MANAGEMENT domain. The dissertation can be an attractive position not only from the point of view of linguistics, but also in relation to the area of professional MANAGEMENT practice. To conclude, the conceptual domain of MANAGEMENT certainly deserves further investigation.

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(miejscowość, data)

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(czytelny podpis autora pracy)