

ARTICLE

Manipulative Potential of Intertextual References in Business Discourse: Functional Analysis of Business Documents

Olga V. Aleksandrova , *Victoria Sibul* * 

Peoples' Friendship University of Russia, 6, Miklukho-Maklaya Street, Moscow 117198, Russia

ABSTRACT

Intertextuality has become a characteristic feature of postmodern texts, in which, in addition to updated information about contemporary or historical events, communicative and pragmatic guidelines are especially clearly visible. The effect is achieved by so-called linguistic and stylistic resources, which would be distinguished by the corresponding potential. Intertextual references are also actively used in business discourse (both oral and written). However, the field of business discourse has not been studied much from the point of view of the theory of intertextuality. By foreign and Russian scholars, intertextuality is mainly analyzed in relation to fiction texts and journalism (media texts). Nevertheless, the practice to use intertextual connections is rather frequent in the process of drafting, conducting negotiations, and conducting business correspondence pursuing the aim to manipulate business partners. Within the framework of this study, these specific aspects of intertextual references in various text types of business discourse as well as their function in the texts under study are highlighted and their manipulative potential is studied. Business documents functional analysis proved that in most cases intertexts were used to establish more credibility and engage partners in the business process as well as provide some guidance. Thus it proved our hypothesis that intertextual references in business documents can possess some manipulative potential.

Keywords: Intertextuality; Intertextual References; Business Discourse; Business Documents; Speech Manipulation

*CORRESPONDING AUTHOR:

Victoria Sibul, Peoples' Friendship University of Russia, 6, Miklukho-Maklaya Street, Moscow 117198, Russia Email: sibul_vv@pfur.ru

ARTICLE INFO

Received: 16 October 2024 | Revised: 31 October 2024 | Accepted: 11 December 2024 | Published Online: 11 December 2024
DOI: <https://doi.org/10.30564/fls.v6i6.7521>

CITATION

Aleksandrova, O.V., Sibul, V., 2024. Manipulative Potential of Intertextual References in Business Discourse: Functional Analysis of Business Documents. *Forum for Linguistic Studies*. 6(6): 702–712. DOI: <https://doi.org/10.30564/fls.v6i6.7521>

COPYRIGHT

Copyright © 2024 by the author(s). Published by Bilingual Publishing Co. This is an open access article under the Creative Commons Attribution-NonCommercial 4.0 International (CC BY-NC 4.0) License (<https://creativecommons.org/licenses/by-nc/4.0/>).

1. Introduction

Modern research on the problems of intertextuality and intertextual inclusions strenuously marks new resources for its study, directly related to meaning. Communicative value, anthropocentric views on phenomena. Concept-reference points for the study of intertextual inclusions in the discourse, as we can judge, within the boundaries of communicative pragmatic aspects^[1-6].

Above mentioned scholars collectively provide a foundational understanding of intertextuality and its significance in literary studies, demonstrating how texts are interconnected and how this interconnectedness shapes meaning and interpretation.

From the perspective of our research, this approach is of interest from two positions. Focus on a recipient is invariably associated with the presence/absence of certain background knowledge, i.e., a certain set of information of cultural and material-historical, as well as pragmatic character.

We believe that intertextual inclusions have a special manipulative potential due to several reasons:

- (1) these inclusions contribute to the increment of meaning due to correlation with fragments of extralinguistic reality that have special axiological potential, culturally and pragmatically conditioned associations;
- (2) the potential frequency of their actualization also contributes to the consolidation in cultural memory among representatives of a certain linguistic culture of specific information that forms a general picture of the world and causes variability/determinism of the interpretation of reality;
- (3) being a medium of activation and, therefore, an indicator of culturally significant information, these elements have a powerful persuasive effect.

It should be noted that not all intertextual inclusions actualized in the text are involved.

In the implementation of manipulative influence. A certain number of intertextual elements perform in constructive, text-generating, aesthetic, nominative or expressive function. It is obvious that the distinction between an intertextual inclusion, realizing, for example, aesthetic or nominative function, and the inclusion involved in the manipulation, is very conditional. However, as Issers notes, the strategy is based on the interpretation (of will, emotions, values of a

partner) and suggests a motive (more often motives)^[7].

So, manipulatively charged inclusions can be attributed to those that, in a comprehensive analysis of a wide/narrow linguistic and extralinguistic contexts, type of speech genre and intended status receptor reveal the intentional nature of the use (not necessarily deceitful) in order to reach the achievement of a specific communicative goal. In other words, such an image can be called manipulative relation to the mentioned elements, in which a certain idea of reality is an imposed stance, reaction or intention that does not coincide with what the listener could form independently^[8].

Within our research, we are going to investigate types of intertextual references and carry out functional analysis of such references identified in business discourse to evaluate their manipulative potential.

A number of scholars in linguistics devoted their studies to developing speech manipulation concepts. Following recent studies, we have already mentioned the social nature of manipulation in general and speech manipulation in particular. Having such a nature in mind a manipulator may abuse existing social norms^[9]. We consider, that social norms violation while manipulating happens due to the hidden character of the manipulation process. As only a manipulator realizes the very fact of manipulation, their partners mostly do not realize that they are manipulated, considering that they act due to their own interests. That is why, some may compare manipulation with coercion. On the one hand, both seem rather similar, but we agree with Raz^[10], who states, that manipulation compared to coercion, does not interfere with a person's alternatives. On the contrary, in the opinion of the scholar, which we support, it rather specifies how a person makes their judgments, establishes preferences, or sets goals then chooses between alternatives. Here we should mention the works of another two scholars, Barnhill^[11] and Sunstein^[12]. Like Raz, they highlight manipulation conscious and deliberate influence on someone's beliefs, desires, or feelings. Such influence, in their opinion, may result in a lack of ideals for their own belief, desire, or emotion in ways that are generally not in their self-interest or are likely not in its self-interest in the given context. The other scholar, Wilkinson^[13], provides an eloquent image of manipulation comparing a feeling of a manipulated person to the feeling of someone being made someone's puppet on a string. This comparison visually demonstrates the fact that those who are

manipulated mostly do not realize or feel it.

Manipulation in its broad sense is being studied by scholars from different fields including psychology, so it is rather obvious that philologists who study the phenomenon of speech manipulation rely on psychologists' studies and following them, they also define the following signs of manipulative effect, which can be applied in studies of speech manipulation as well:

- covertness of influence (concealment of the true goal);
- the conscious nature of the impact;
- the inducement of the addressee to actions pleasing to the manipulating, or the introduction into his consciousness of desires, attitudes, attitudes alien to him, but necessary for the sender of the message;
- the manipulated person does not realize himself as an object of control, believing that it was their own decision related to the implementation of certain actions, believes that they themselves make a choice^[14-17].

We suppose that intertextual reference may possess some signs of manipulative influence. The manipulative potential of intertext in business discourse refers to the ways in which businesses use intertextual references to influence and manipulate their audience. Intertextuality is the practice of referencing other texts, such as legal acts, business letters, financial documents, etc. in a new text to create meaning and context.

In business discourse, intertextuality can be used to:

- establish credibility: By referencing well-known and respected texts, businesses can establish their credibility and authority in a particular field.
- create emotional connections: Intertextual references can evoke emotions and create connections with the audience, making them more receptive to the business's message.
- convey complex ideas: Intertextuality can be used to explain complex ideas and concepts in a more relatable and engaging way.
- differentiate themselves: Businesses can use intertextuality to differentiate themselves from their competitors and create a unique brand identity.

However, the manipulative potential of intertextuality in business discourse also raises ethical concerns. For example:

- deception: Businesses may use intertextual references to deceive or mislead their audience, creating a false sense of familiarity or credibility.
- exploitation: Intertextuality can be used to exploit the audience's emotions and values, creating a sense of obligation or loyalty to the business.

To mitigate these risks, it's essential for businesses to use intertextuality in a transparent and ethical manner, being clear about their references and intentions.

Identifying models of manipulative rhetoric in modern English-language business media discourse is a crucial task. Here are some common models to consider:

(1) The Authority Model

This model involves citing experts, research, statistics or legal acts to establish credibility and authority and to create a sense of legitimacy.

(2) The Emotional Appeal Model

This model exploits emotions to influence the audience. Businesses may use storytelling, vivid imagery, or emotional language to create an emotional connection with their audience.

(3) The Social Proof Model

This model involves using social influence to persuade the audience. Businesses may cite customer testimonials, reviews, or ratings to create a sense of social proof.

(4) The Scarcity Model

This model creates a sense of urgency by implying that a product or service is scarce or limited.

(5) The Repetition Model

This model involves repeating a message or slogan to make it more memorable and persuasive and to create a lasting impression.

(6) The Association Model

This model involves associating a product or service with a desirable value, lifestyle, or image. Businesses may use imagery, music, or celebrity endorsements to create a positive association with their brand.

(7) The Contrast Model

This model involves highlighting the benefits of a product or service by contrasting it with a less desirable alternative.

These models are not mutually exclusive, and businesses may use a combination of several models to create the stronger manipulative effect. As for business documents,

we assume that authority and to some extent emotional appeal models will be mostly applied there to realize intertext pragmatic functions.

Here we should mention that any type of a modern business document is more of a special text as it reflects two special areas of knowledge. One of them, as before, relates to the subject area of the document, the second is document science, literally before our eyes becoming the theoretical and methodological basis for the communication of “initiates”. The compiler of a documentary text enhances a system of special, more and more rigid, and strict rules that limit the variance in the expression of meanings. In addition, by the end of the 20th century the technical conditions for compiling a document have changed dramatically: a computer set has replaced a typewriter. Under these conditions, it is easier to use samples and ‘precedents’, since it is possible to simply copy texts created earlier. Compliance with the new requirements for the document is achieved through a set of operations called linguotechnological^[18]. At the same time, the possibilities of the Internet and working with many documents at once make it possible to easily supplement documents with intertextual references and even quote some of the most important provisions^[19].

The texts of English business discourse have two main categories: main texts (regulations, contracts, statutory documents, etc.) and derivatives (documents whose main intertextual reference is the main texts, i.e., annexes to contracts and documentation on the implementation of contracts, by-laws clarifying documents, minutes of various meetings of companies, etc.).

The main texts of business discourse contain several different intertextual references, since they allow the text to be shortened as concisely as possible, while filling it with clarifying details contained or regulated in the texts to which the interference reference is affixed^[20].

Derivative documents usually contain an intertextual reference to the main text (contract, law, etc.) as the main intertextual reference to assure an intended recipient of the legacy and correctness of the document. We can give an example of an invoice as an additional document to the contract.

Official business discourse is often closely intertwined with other types of discourse within the framework of compiling certain types of documents. For example, when drawing

up agreements of various kinds, official business and legal discourse is used; when drawing up invoices and other official documents on economic issues, a combination of official business and economic discourses is often used^[21, 22]. Such a combination of discourses is expressed through the preservation of the official business style and stereotypes of the official business discourse and the wide use of legal or economic categories and terms.

The discourse of jurisprudence is the language of normative legal documents, as well as protocol speeches of justice workers. The terms and formulations that are used are unambiguous. They have strict and precise meanings, equipped with unambiguously interpreted definitions in thematic dictionaries, as well as thorough interpretations in specialized reference books, texts of laws. Therefore, economic discourse is a set of economic terms and formulaic phrases used in economic (including financial and accounting) documents^[23].

Accuracy and clarity are important properties of legal discourse. This style of the official language involves the use of lexical units in a strictly defined sense. And grammatical constructions should be built in such a way that ambiguity and any attempt to manipulate is excluded. Another feature of the language of legal discourse is a high degree of intertextuality. This is reflected in the ability of legal texts to refer to each other, while borrowing the formal and substantive elements of other texts. A high degree of intertextuality of legal discourse is often manifested in contracts on various issues.

Addressing business or legal discourse we should consider the use of quotes. Following such researchers as Udina^[24], we believe, that any quote can be viewed as an intertextual tool or as one of the intertext types. You can find examples of quotes almost in all examples of business or legal discourse such as contracts, CRM, memorandum, etc. Most frequent cases, quotes from legal acts, appear in various forms and analytical situations. Functional analysis may prove that they can implement more than one function. Therefore, most often scholars refer them to as cross-references. For example, Udina in the same work^[24] argues that to strengthen judgments a citation relates a business text to other legal texts such as Acts of Law, other court judgments, opinions and regulations and others^[24]. In terms of manipulative potential, we may assume that it is usually

used as a prove of credibility of a statement in a business document. We also agree with the scholar in underlying the importance of such interrelations in business and legal texts to build up the semantic framework of a text and impact the text structure formation. According to the scholar, quotes can be defined as intertextual tools that perform various semantic and pragmatic functions. So, we assume functional analysis of cases with citations will be a valuable contribution to the studies. Following other scholars, we consider these functions important in both text production and text understanding. To sum up, a citation can be viewed as an explicit manifestation of intertextuality in any texts of business documents and normally serves multifunctional purposes^[25, 26].

2. Functional Analysis of Intertexts in Business Documents

To analyze intertext function in business documents we used randomly chosen examples of different types of business documents such as contracts, business letter, memorandum, and CRM.

Based on the analysis of theoretical sources and the analysis of texts from attached applications, we consider it rational to single out the following main functions of intertextual references in business discourse.

(1) Referral function. This is the basic function of intertextual references in business communication (especially in documents). With its help, the new text is linked to other already published texts (for example, derivatives with basic texts; contract provisions are supported by technical regulations or legislative norms). Thus, certain relations are established between different texts (documents), which make it possible to represent the entire array of documents as a single macrotext with a common addresser, one task, and similar means of its implementation.

(2) Informative function consists in providing some useful additional information, as well as indicating the source where it can be obtained (law, international treaty, internal corporate documents, etc.)^[27].

(3) Interpretive function: one text is used to evaluate another text (for example, a summary text about research results based on different reports from company departments). Thanks to interpretation, crossing and mutual influence of texts arise, leading to the addition of these meanings, their

multiplication and enrichment.

(4) Appellative function. To substantiate his opinion (decisions, actions, etc.), the sender uses as an argument a reference to an authoritative opinion, document, or position.

All above mentioned functions of intertextual references to some extent aimed at manipulating speech recipient either opinion on something or encourage some particular activity.

Any business communication regardless oral or written is aimed at achieving some aim which is nearly impossible without manipulating partners.

Below, we present analysis of various official business documents for the use of intertextual references in them and how they function.

Firstly, let's consider intertextual references in the texts of contracts. Mostly they are either verbal agreements within the negotiation process which are used as the primary intertextual references, or references to statutory documents, as well as documents confirming the powers of the signatories (charters, powers of attorney), references to legislation and by-laws (regulations, standards), references to the principles of good practice, codes of ethics etc., references to other documents (construction permit, technical documentation of the project), or details of the parties (including banking) in the text of the contract.

The above example (**Figure 1**) presents a section from a contract. Here we can see the intertextual reference to Chapter 63 Subchapter C of the International Revenue Code of 1986 (Section 6221(b)). This is a very clear intertextual reference to a specific provision of a specific legal act which has an open access in the Internet via the following link . So, we may conclude, that the reference is used to specify this provision of the contract through Section 6221 (b) of the International Revenue Code of 1986 and thus assure a partner in a legacy of the text author. So manipulative potential of the intertext reference is to gain trust, prove legacy of suggested terms and thus establish credibility of a business document by its referral function, i.e., appealing to an approved legal act.

Another example (**Figure 2**): the parties indicate that they will be guided in their cooperation by the regulatory standards of the European Union in several sectors at once (production, design, packaging, and labeling, etc.). Such intertextual reference is not direct, but rather generalized.

It allows to specify the scope of applicable EU legislation as much as possible without specifying specific documents and/or all their main provisions (articles). This made it possible to reduce the volume of the clause in the contract by explaining complex ideas in a more relatable way and at the same time indicate as accurately as possible all the acts by which the parties should be strictly guided thus defining and manipulating their future behavior.

- Tax Elections**
26. The Partnership will elect out of the application of Chapter 63 Subchapter C of the Internal Revenue Code of 1986, in each taxable year in which it is eligible to do so in accordance with Section 6221(b), by making that election in a timely filed return for such taxable year disclosing the name and taxpayer identification number of each Partner.
- Meetings**
27. Regular meetings of the Partners will be held as required.
28. Any Partner can call a special meeting to resolve issues that require a vote, as indicated by this Agreement, by providing all Partners with reasonable notice. In the case of a special vote, the meeting will be restricted to the specific purpose for which the meeting was held.

Figure 1. Part of the agreement including the intertextual reference.

- 9 → Compliance with laws and regulations¶**
- 9.1 → The Company warrants to the Reseller that:¶
- (a) → the Products to be delivered will comply with the European Union regulations concerning design, manufacture, construction, composition, packaging and labelling, being those in force in the European Union at the date of this agreement; and¶
- ▲ (b) → provided that the Reseller complies with its obligations under this agreement, the Products may at the date of this agreement be lawfully sold in the European Union.¶

Figure 2. Part of the agreement including the intertextual reference (2).

In the two examples given, references to normative documents were used for the following purposes: 1) to shorten the text of the agreement by referring to the relevant documents, instead of quoting them in full in the text; 2) informative – it is indicated which provisions regulate individual elements of contracts in accordance with current national/international legal standards; 3) indicating – the entire volume of regulatory norms applicable to the contract or its individual provisions is specified. Thus, intertextual references made it possible to clarify as much as possible additional regulatory provisions that are not clearly spelled out in the contract, but still applicable to contractual relationships.

Let's move to analysis of some other types of business discourse.

In the above example of the memorandum (Figure 3), we find such a reference: “due to extensive customer feedback, the results of current testing”, so the sender of the document relied on few texts as a basis for delay. Another reference “more information about this will be forthcoming from Marketing”, means that Marketing department will prepare additional information to other structural divisions and have the necessary additional information for analysis

already.

MEMORANDUM

DATE: October 23, 2021

TO: All Staff

FROM: Jake Ryan, Director, Product Development

SUBJECT: Launch of Product XYZ

Due to extensive customer feedback, and the results of current testing, I wanted to inform you that Product XYZ will be delayed from its original launch date of November 15th, until Q2 2022.

We are confident that time for additional testing will serve to make XYZ more effective in fighting security breaches that customers are facing. For those customers that you believe will now consider a competitor's product, the marketing department is developing a promotional offering, which sales reps can share with their customers to help reduce those who will now go to our competitors.

More information about this will be forthcoming from Marketing. Management is also aware that this might impact those sales reps carrying quota for XYZ and this news may impact them adversely. We are prepared to relieve quota on those sale reps who can demonstrate those customers they have received commitments from their managers.

As disappointing as this news may be, we are confident in our employees, and know the additional time will serve this company well by creating a more successful product.

Figure 3. Example of the intertextuality in the memorandum.

In this case, not specific intertextual references were used, but generalized and indirect ones (for example, not an exact comment of the target audience, but indicating their totality and general content). Still their purpose is to convince intended recipient that the sender of the documents does everything possible to fulfill obligations. Again, we see that the use of intertext is aimed at creating emotional connections with the audience and making it more receptive to the message of the document.

The above CRM document (Figure 4) includes such provision: “This carriage is subject notwithstanding any clause to the contrary, the Convention to the Contract for the International Carriage of goods by road (CMR)”. That is, even such a short document, which mainly contains data on the delivered cargo and carrier data, contains an important intertextual reference to the convention. Such a reference is general – since it refers to the entire document, and not to its individual provisions or additions to it. Thus, it is clarified that the transportation of goods must comply with international road transport standards regulated by this convention. Without citing the text of the whole document, it urges a recipient to act accordingly. Here the use of intertext enabled to convey complex ideas in a short form while establishing credibility and authority.

Other intertextual references in the document:

- it is indicated that the delivery has been paid for (reference to the invoice of payment for the goods and delivery

together);

- the charter of shipping company;
- the delivery document is usually concluded based on a preliminary contract for the purchase of goods (there is no specific reference, but this follows from the derivative nature of the document).




Copy for the sender				Reference No.				4522				
1. Sender (name, address, country) ABC Exports Ltd 4 Grange Hill Sharnwood Forest Nottingham, Nottinghamshire, NG3 4QA United Kingdom +44115 945 0123 Jane Baker				CMR INTERNATIONAL CONSIGNMENT NOTE This carriage is subject notwithstanding any clause to the contrary, to the Convention on the Contract for the International Carriage of goods by road (CMR)								
2. Consignee (name, address, country) Global Imports Svingen 2 Moldrup, Region Nordjylland, 9632 Denmark +4560207579 Hendrick Janssen				16. Carrier (name, address, country) Yves Forwarding 2140 Apple Street Nottingham, Nottinghamshire, NG3 4QA United Kingdom +44115 957 2273 Jane Doe								
3. Place of delivery of the goods (place, country) MOLDRUP, DENMARK				17. Successive carriers (name, address, country)								
4. Place and date of taking over the goods (place, country, date) NOTTINGHAM, UNITED KINGDOM 17 Nov 2021				18. Carrier's reservations and observations								
5. Annexed documents												
6. Marks and numbers	7. Number of packages	8. Method of packing	9. Nature of the goods	10. Statistical number	11. Gross weight kg	12. Volume m³						
GLOBAL, DENMARK	6	PALLETS	BAR STOOL FURNITURE	1234.5678	1,450	12.7						
Class	Number	Letter	ADR	2	1,450	12.7						
13. Sender's instructions (Customs and other formalities) NORMAL METHOD OF TRANSPORT				19. Special agreements								
14. Directions as to freight payment DIRECT <input checked="" type="checkbox"/> Freight paid <input type="checkbox"/> Freight to be paid				20. To be paid by				Sender				
				Consignee								
				Carriage charges				100.00				
				Reductions				50.00				
				Balance				50.00				
				Supplement charges				100.00				
				Miscellaneous				75.00				
				Total to be Paid				225.00 USD				
				15. Cash on delivery				433.00 USD				
22. Signature and stamp of the sender 				23. Signature and stamp of the carrier Tractor license plate 42-UD-XX Trailer license plate C-70DXX 				24. Signature and stamp of the consignee 				

Figure 4. The example of CRM document.

Thus, the above example proves the assumption, that business documents may contain various intertextual references (to the original main documents or negotiations, to additional and regulatory documents, etc.), which allow clarifying some provisions of the document, linking the document to certain agreements or other documents, explaining or clarifying individual provisions of the document or the specifics of its regulation as a whole (that is, each business document must comply with certain standards – corporate, etiquette, regulatory)^[28].

Ryzhenko^[29] argues that depending on the type of discourse under study and the objectives of the study, the composition and number of identified functions of intertextual references in the text varies within large limits^[29].

The next document (part of it) includes such intertex-

tual references:

(1) Sections 36–39 of the Charities Act 1993.

(2) Trustee Act 2000 (see the **Figure 5**).

In this example, (**Figure 5**) in a very brief form, references are made to the provisions of other regulations applicable to the procedure for the association of two companies. In this case, these references perform the following functions: informative, referential, clarifying.

THE COMPANIES ACTS 1985 AND 1989 COMPANY LIMITED BY GUARANTEE

Memorandum of Association of the KNITTING & CROCHET GUILD

1 The company's name is the KNITTING & CROCHET GUILD (and in this document it is called the Guild).

2 The Guild's registered office is to be situated in England.

3 The Guild's objects (the Objects) are

to advance public knowledge and appreciation of the crafts of knitting and crochet particularly but not exclusively through the furtherance of skill and creativity in the said crafts and the preservation of the heritage of knitting and crochet.

Powers

4 (1) In addition to any other powers it may have, the Guild has the following powers in order to further the Objects (but not for any other purpose):

- (a) to raise funds. In doing so, the Guild must not undertake any substantial permanent trading activity and must comply with any relevant statutory regulations;
- (b) to buy, take on lease or in exchange, hire or otherwise acquire any property and to maintain and equip it for use;
- (c) to sell, lease or otherwise dispose of all or any part of the property belonging to the Guild. In exercising this power, the Guild must comply as appropriate with sections 36 and 37 of the Charities Act 1993;
- (d) to borrow money and to charge the whole or any part of the property belonging to the Guild as security for repayment of the money borrowed. The Guild must comply as appropriate with sections 38 and 39 of the Charities Act 1993 if it wishes to mortgage land;
- (e) to set aside income as a reserve against future expenditure but only in accordance with a written policy about reserves;

(f) to:

- (i) deposit or invest funds;
- (ii) employ a professional fund-manager; and
- (iii) arrange for the investments or other property of the Guild to be held in the name of a nominee; in the same manner and subject to the same conditions as the trustees of a trust are permitted to do by the Trustee Act 2000;

(g) to employ and remunerate staff for carrying out the work of the Guild. The Guild may employ or remunerate a Director only to the extent it is permitted to do

London 2518526.2

Figure 5. The example of memorandum document.

The changing conditions of communication determine those concepts and categories that must be taken into account when forming a business discourse. One of the integral concepts of business discourse is communicative competence, which, according to Syshchikov^[30], “characterizes the participants in communication and is the main parameter that determines the adequacy of the speech actions of communicants in such a social discourse”^[30]. Communicative competence is manifested in the category of “addressing”, because the addressee is often defined in business texts: an application is submitted in someone's name, a memo is written to a superior, and a business letter cannot exist without an addressee. In a business letter, we distinguish three types of addressees: “ours”, “alien” and “quasi-ours”. Depending on

the type of addressee, three types of letters are distinguished: business, business letter and promotional letter. Each of them has its own rules and regulations, its own style and type of communication.

In this business letter (**Figure 6**) you don't find any direct intertextual reference, but still intertextual reference is present in indirect form. We see the reference to the in-flight magazine, in which the ads of the Overwatch Villa could be published. In this case, there is a reference rather to the magazine, as a product in which the result of cooperation may appear than advertising of the resort. Intertextuality is also seen between the text of the message and between advertising samples attached to the letter as samples. That is, here we have an intertextual reference of one text document to the content of another. That is, in this business letter, informative and appellative functions are used as they are aimed at attracting resort employees to cooperation on specific conditions by creating emotional connections with the audience of the text.

Dear Ms. Clark:

Hope you're doing well. I'm Miranda Lawson, Director of Marketing at Mass Airlines, and I wanted to share some marketing ideas with you that could benefit both of our companies.

Whenever our flight crews fly into the Seattle area, they overwhelmingly prefer staying at the Overwatch Villa, but there is often no vacancy. If the Overwatch Villa were to permanently reserve a block of rooms for our crew members, we'd be happy to promote the Overwatch Villa in our in-flight magazine at a significant discount.

To demonstrate what a Mass Airlines and Overwatch Villa partnership could look like, I've enclosed three sample ads created by our graphic design team. These samples should prove that we're eager to highlight the Overwatch Villa for the millions of passengers we serve each year. If you'd like to discuss this in further detail, I can be reached at 575-555-9255, or at mlawson@massairlines.com. I look forward to hearing from you.

Sincerely,

Miranda Lawson

Miranda Lawson
Director of Marketing, Mass Airlines

Figure 6. The example of the business letter (1).

Another business letter (**Figure 7**) also contains an indirect intertextual reference to several documents that are not directly listed in the document. So, in the first part of the document and in the subject of the letter it is indicated that the company has changed its name. A name change is a legal procedure that must be appropriately fixed in the company's statutory documents (i.e., an indirect reference to the document that legally fixes the name change). The second part of the document contains a request, according to which the company asks to inform several departments of the partner company about such a name change. This is because

in the future, employees of these departments must prepare all documents for joint cooperation, using a new name, based on the text of the letter, as a provision (in invoices, contracts, etc.). The main function of writing is informative, and indirect intertextual references in the text perform the same function. Intertext here helps to convey complex ideas in a short way while engaging the audience in a proper way.

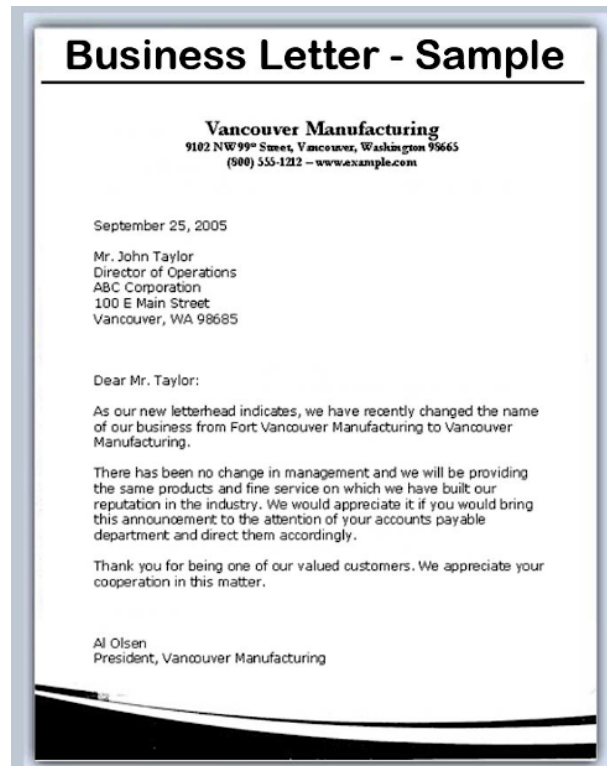


Figure 7. The example of the business letter (2).

Figure 8 shows another informational letter about the company name change. In this case, there are several intertextual references in the text at once: Companies Act 1956 and Notification No. G.S.R. 507 €.



Figure 8. The example of the business letter (3).

In this case, the author of the letter specified in as much detail as possible that the change in the name of the company was implemented in accordance with the procedure prescribed by law. The purpose of such a detailed clarification is informative.

The letters from examples 6 and 7 differ significantly in their content because though they relate to the same subject of information they differ in text composition. Therefore, the purpose of a business letter itself may influence the quantity and determine the need for direct intertextual references. In general, depending on the purpose of a business document, the number of intertextual references in them may differ, as well as the functions they perform^[31].

The functions of intertextual references to derivative documents may also differ depending on the type of document and the general requirements for their design. For example, in the case of invoices and CPM documents, the obligatory elements in them are intertextual references to the main contract for the supply of goods, international documents in the field of transportation (different types of transport) and price lists for the goods supplied. In most cases, such intertextual data perform a clarifying function, however, in such types of documents, this information is mandatory, or the goods may be detained at the border or by the supplier.

Consequently, intertextual references in official documents may also be subject to certain requirements regarding their completeness and accuracy. If in the main documents as a contract intertextual reference can be short and referential, then in derivative documents the references can be a set of specific data from the main contract (product quantity, price, delivery terms, etc.). In this case, the reference performs a clarifying function by conveying complex ideas and concepts in a more relatable way.

The above analysis also moves us to the conclusion, that intertextuality in general and in business discourse in particular, can be referred to such as situations of speech communication in which adequate interpretation of speech activity of the participants of speech acts depends on the background and inference knowledge^[32].

3. Conclusions

As a result of the analysis, it was found that intertextual references are commonly used in business discourse and perform the following main functions in official documents: reference, informative, clarifying, information contamination, and appellative.

It was revealed that the functioning of intertextual links in business discourse has different goals. In documents that are short in form (letter, memorandum, note) - keeping the short format by referring to the main document. In more detailed documents (agreement, protocol), links can serve as an informative basis or specification of individual provisions. In business documents, direct quoting is rare, but a reference to another document (regulating, explaining, obliging) through the mention of the name or other details of the document is a widespread practice. In business documents, there may also be references to officials, their orders, decisions, agreements. We can refer it to the integration of verbal statements into a written document which is considered a special kind of intertextual references aimed to strengthen persuasive impact of a text message.

Identifying models of manipulative rhetoric in modern English-language business discourse is a crucial research task. As for the referring to intertext as a part of manipulative rhetoric in business discourse and business documents in particular we may suggest based on our finding, that the Authority Model is mostly applicable for business documents as this model involves citing and referring to experts, research, statistics or legal acts to add credibility and authority to documents and thus engage the audience in business activity. It opens a new direction for studies: statistical analysis of intertexts functions to reveal which possesses the most manipulative potential.

Author Contributions

Conceptualization, O.V.A. and V.S.; methodology, O.V.A.; software, V.S.; validation, O.V.A., Y.Y. and V.S.; formal analysis, V.S.; investigation, O.V.A.; resources, V.S.; data curation, V.S.; writing—original draft preparation, V.S.; writing—review and editing, O.V.A.; visualization, V.S.; supervision, O.V.A.; project administration, O.V.A.; funding acquisition, O.V.A. All authors have read and agreed to the published version of the manuscript.

Funding

The reported study was funded by Russian Science Foundation, project number 23-28-00505 “Manipulative rhetoric in modern English business media discourse: the functional pragmatic analysis” (<https://rscf.ru/project/23-28-00505>).

Institutional Review Board Statement

Not applicable.

Informed Consent Statement

Not applicable.

Data Availability Statement

No new data were created.

Conflicts of Interest

The authors declare no conflict of interest.

The funders had no role in the design of the study; in the collection, analyses, or interpretation of data; in the writing of the manuscript; or in the decision to publish the results.

References

- [1] Kristeva, J., 1982. *Desire in Language: A Semiotic Approach to Language and Art*. Edited by Roudiez, L.S. Translated by Gora, T., Jardine, A., Roudiez, L.S. Columbia University Press: New York, NY, USA. 305p.
- [2] Bakhtin, M.M., 1981. The problem of speech genres: Collection. Op.: in 7 vols. Vol. 5. Rus. slov.: Moscow, Russia. 732p.
- [3] Barthes, R., 1977. *The Death of the Author*. In *Images-Music-Text*. Translated by Stephen Heath. Hill & Wang: New York, NY, USA. pp. 142–148.
- [4] Genette, G., 1997. *Paratexts: Thresholds of Interpretation*. Translated by Jane, E.L. Cambridge University Press: Cambridge, UK.
- [5] Hutcheon, L., 1985. *A theory of parody: the teachings of twentieth-century art forms*. University of Illinois Press: Champaign, IL, USA.
- [6] Riffaterre, M., 1983. *Text Production*. Translated by Lyons, T. Columbia University Press: New York, NY, USA.
- [7] Issers, O.S., 2006. *Communicative Strategies and Tactics of Russian Speech*. KomKniga: Moscow, Russia.
- [8] Malyuga, E.N., Rimmer, W., 2021. Making Sense of “Buzzword” as a Term through Co-Occurrences Analysis. *Heliyon*. 7(6), e07208. DOI: <https://doi.org/10.1016/j.heliyon.2021.e07208>
- [9] Sibul, V.V., Vetrinskaya, V.V., Grishechko, E.G., 2019. Study of Precedent Text Pragmatic Function in Modern Economic Discourse. In: Malyuga, E.N. (Ed.). *Functional Approach to Professional Discourse Exploration in Linguistics*. Springer: New York, NY, USA. pp. 131–163. DOI: https://doi.org/10.1007/978-981-32-9103-4_5
- [10] Raz, J., 1986. *The Morality of Freedom*. Oxford University Press: Oxford, UK.
- [11] Barnhill, A., 2014. What is Manipulation? In: Coons, C., Weber, M. (Eds.). *Manipulation: Theory and Practice*. Oxford Scholarship Online: New York, NY, USA. pp. 51–72. DOI: <https://doi.org/10.1093/acprof:oso/9780199338207.003.0003>
- [12] Sunstein, C.R., 2015. Fifty Shades of Manipulation. *Journal of Marketing Behavior*. 1(3–4), 213–244. DOI: <https://doi.org/10.1561/107.000000014>
- [13] Wilkinson, T.M., 2013. Nudging and Manipulation. *Political Studies*. 61(2), 341–355. DOI: <https://doi.org/10.1111/j.1467-9248.2012.00974.x>
- [14] Danilova, A.A., 2011. *Manipulirovanie Slovom v Sredstvakh Massovoy Infor-Matsii [Word Manipulation in Mass Media]*. Dobrosvet: Moscow, Russia.
- [15] Zirka, V.V., 2014. *Manipulyativnye Iгры v Reklame: Lingvisticheskiy Aspect [Manipulative Games in Advertising: Linguistic Aspect]*. URSS: Moscow, Russia.
- [16] Chernyavskaya, V.E., Molodychenko, E.N., 2023. *Rechevoe Vozdeystvie v Politicheskoy, Reklamnoy i Internet-Diskurse [Verbal Influence in Political, Advertising and Internet Discourses]*. URSS: Moscow, Russia.
- [17] Schiller, G., 1980. *Manipulators of Consciousness*. Mysl: Moscow, Russia. p. 326
- [18] Orlova, N.V., 2016. Discourse Analysis of an Official Business Document: Goals, Opportunities, Results. *Język i Metoda*. 2, 125–135.
- [19] Akopova, A.S., 2023. English for Specific Purposes: Tailoring English Language Instruction for History Majors. *Training, Language and Culture*. 7(3), 31–40. DOI: <https://doi.org/10.22363/2521-442X-2023-7-3-31-40>
- [20] Malyuga, E.N., McCarthy, M., 2021. “No” and “Net” as Response Tokens in English and Russian Business Discourse: In Search of a Functional Equivalence. *Russian Journal of Linguistics*. 25(2), 391–416. DOI: <https://doi.org/10.22363/2687-0088-2021-25-2-391-416>
- [21] Aleksandrova, O.V., Mendzheritskaya, E.O., Malakhova, V.L., 2017. Dynamic Changes in Modern English Discourse. *Training, Language and Culture*. 1(1), 92–106. DOI:

- <https://doi.org/10.29366/2017tlc.1.1.6>
- [22] Grischechko, E.G., 2023. Language and Cognition Behind Simile Construction: A Python-Powered Corpus Research. *Training, Language and Culture*. 7(2), 80–92. DOI: <https://doi.org/10.22363/2521-442x-2023-7-2-80-92>
- [23] Malyuga, E.N., 2019. *Functional Approach to Professional Discourse Exploration in Linguistics*. Springer: New York, NY, USA. DOI: <https://doi.org/10.1007/978-981-32-9103-4>
- [24] Udina, N., 2018. Citation as intertextual device in legal discourse. *Proceedings of the 5th International Conference on Education and Social Sciences INTCESS2018*; International Organization Center of Academic Research, Istanbul, Turkey, 5–7 February 2018; pp. 1090–1093.
- [25] Malyuga, E.N., Akopova, A.S., 2021. Precedence-Setting Tokens: Issues of Classification and Functional Attribution. *Training, Language and Culture*. 5(4), 65–76. DOI: <https://doi.org/10.22363/2521-442X-2021-5-4-65-76>
- [26] Grischechko, E.G., 2024. The Linguistic Landscape of “Controversial”: Sentiment and Theme Distribution Insights. *Gema Online Journal of Language Studies*. 24(1), 79–97. DOI: <https://doi.org/10.17576/gema-2024-2401-05>
- [27] Malyuga, E.N., 2023. A Corpus-Based Approach to Corporate Communication Research. *Russian Journal of Linguistics*. 27(1), 152–172. DOI: <https://doi.org/10.22363/2687-0088-33561>
- [28] Danilina, E.A., Kizyan, E.E., Maksimova, D.S., 2019. Euphemisms in Advertising Discourse: Putting on a Positive Face and Maintaining Speech Etiquette. *Training, Language and Culture*. 3(1), 8–22. DOI: <https://doi.org/10.29366/2019tlc.3.1.1>
- [29] Ryzhenko, E.S., 2013. Functions of Intertextual References in PR-Text. *International Journal of Applied and Fundamental Research*. 10(3), 445–447.
- [30] Syshchikov, O.S., 2000. *Implicitness in Business Discourse [Doctoral Dissertation]*. Volgograd State University: Volgograd, Russia. Available from: <https://search.rsl.ru/ru/record/01000321713>
- [31] Dubrovskaya, T.V., Yuskaeva, E.I., 2022. Language Aggression in Virtual Professional Communities. *Training, Language and Culture*. 6(4), 62–72. DOI: <https://doi.org/10.22363/2521-442X-2022-6-4-62-72>
- [32] Aleksandrova, O.V., 2018. Kognitivno y Semioticheskoy Markirovanye Situatziy v Yazyke y Rechi [Cognitively and Semiotically Marked Situations in Language and Speech]. *Cognitive Language Studies*. 35, 76–80.