

LANGUAGE FOR SPECIAL PURPOSES IN ECONOMIC COMPUTER COMMUNICATION

E.A. Pakhomomova
KALININGRAD STATE TECHNICAL UNIVERSITY
pakhomovaelena@mail.ru

The aim of this article is to show particularities of LSP and process of communication on economic forums.

Now the influence of Internet which lets the process of communication to go out on the new qualitative level, concluding all possibilities of all communication facilities, increases from day to day. That's why we consider questions connected to particular qualities of Internet communication to be very important and actual for understanding processes of any sphere and of economic sphere, in particular.

We understand computer communication as computer interaction based on the exchange of information, emotions, feelings to establish relations, contacts, information transfer and search.

Computer communication has such characteristics as:

- 1) interactivity;
- 2) dynamics;
- 3) communicativeness;
- 4) situation dependence;
- 5) creativity;
- 6) social dependence.

Interaction is the most distinctive feature of computer communication. Interaction lets not only to work with a site on-line but also to give\get information, so it provides direct interaction through video conferences texts and software. Now we can talk about such a system as Internet-Interactivity-Interaction and its great role for economic sphere. The ultimate business benefit of interactivity and the World Wide Web will not come simply because business work faster. It will come because business work differently" [1]. These facts let us to declare that Internet is the mean of global communication.

Forum's process of communication is characterized by language for special purposes (LSP). This language for special purposes (LSP) has its own peculiarities which depend on the recipients of the concrete forum (forums for a wide audience or forums orientated on specialists). Language for special purposes (LSP) on forums orientated on specialists is mostly marked by lexical units, presented by the economic terminology and partly by the computer terminology, minimizing the use of computer units presented by graphic units and icons.

The conducted analysis of the Business Forum's vocabulary (orientated on specialists) let us to emphasize the dominant conceptual areas of economic communication (activity/action; state/event/process; components/parts), specific terminology peculiar to these areas and special groups determining the use of

economic terminology: finance, businesses, marketing, management, education and training in business.

Language for special purposes (LSP) of forums for a wide audience is characterized mostly by non-terminological vocabulary as well as by computer units (graphic units and icons), these peculiar features let Internet communication to be more “real, alive” communication, personifying gestures, intonation and emotions.

The conducted analysis let us to identify the most often used icons on forums for a wide audience (exemplified by Aardvark Business Forum);

:-)	The most often used smile in communication. It shows friendly favour, mood. Expresses reaction to a joke or sarcasm.	;-)	Winking. Usually follows after your joke. Usually it means some impurity of Weaknesses in your words. As if you are excusing for told said recently, saying: " Do not perceive me too Seriously, it only a small joke! "
:-(Sad smile. You are disappointed by something. It concerns either the last statement (of the participant of conversation, including you) or to a whole attitude of any discussing event.	:-I	Average between :-) and :-(. It is possible to characterize as an uncertain smile with a bit of sadness, grief.
:->	You have just made the sarcastic remark, and degree of its acuteness considerably exceeds a possible level .	>:->	Symbolizes the sarcastic remark, as in the left variant, but in two-multiple size.
>;->	Means the use of nasty, obscene remark.		

Literature

1. <http://www.aardvarkbusiness.net>