SUMMARY

Key Words: institutional communication, business discourse, agonal communication, competitive discourse.

Subject matter: LANGUAGE REPRESENTATION OF AGONISTIC IN THE MODERN ENGLISH BUSINESS DISCOURSE

Author: Golovina Darya Olegovna.

Supervisor: Shiryaeva T.A., PhD in Philology, Associate Professor, Head of the English Language and Professional Communication Chair

The supervising organization: Pyatigorsk State Linguistic University.

Topicality of the research is caused by the rapid growth of cross-cultural communication in the modern world that leads to an intensification of information exchange in the sphere of professional communication and diversity of cognitive structures which introduce the conceptual framework, common patterns, and valuable reference points of different cultures. Thus, there is a cross-cultural distance of participants of communication.

The aim of the research is to study the language representation of agonistic in modern English-speaking business discourse based on the analysis of linguistic features of the concept «Competition».

Objectives of the research:
- to study the scientific literature devoted to the discourse analysis, a problem of a concept and the conceptual analysis;
- to find out the suitable algorithm of the conceptual analysis;
- to characterize a business discourse as the institutional phenomenon;
- to investigate a phenomenon of an agonistic and its language representation;
- to define values of the key-lexemes, which verbalize the concept "Competition";
- to describe the structure of a concept "Competition" in modern English;
- to determine the main strategies of representation of a concept "Competition" in a modern English-speaking business discourse.

The theoretical significance of the research consists in a contribution which it makes in further studying of linguistic features of agonisctic communication in
various types of an institutional discourse, allowing to reveal and describe key concepts.

**The practical significance of the research** lies in the complex description of the verbalization of the concept "Competition" in English business discourse which makes the significant contribution to a conceptual picture of the world in connection with language personality and her inner world.

**The results of the research:**

1. The analysis of business discourse in institutional framework.
2. The more accurate definition of the notion "Competition".
3. The research of agonistic phenomenon in a business discourse.

June 2013