

Title: New Trends in Russian Business Communication

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In this paper a comparative analysis is performed of six corporate web sites from Russian companies specializing in advertising on the internet. Language, web site structure and design were the focus of the comparison.

Our hypothesis is that Russian business communication expansion onto the internet inevitably results in certain changes, as the internet represents a new communicative environment with specific rules sometimes conflicting with the ones of traditional business communication. The six considered web sites were split into two groups, one being represented by a single site (awarded as “the best corporate web site of the year 2006”). It is by this model that new trends are being registered, forms that are principally atypical for business communication outside the internet and seemingly contradicting its basic purposes, that is, presence of game, parody and provocative elements. The pragmatic effect of using such techniques is investigated.

Our research clearly revealed the following new tendencies in business communication. First, it is an imitation of spoken language (specific colloquial vocabulary, including slang, and corresponding syntactic constructions, as well as excessive familiarity and risqué humor), that creates an effect of “live” communication with site users.

Second, we find a dislike for any corporate norms and standards and, moreover, their active destruction with the help of linguistic and extra linguistic (visual) means. Stereotypes are being particularly destroyed by parodying them. This helps to achieve the main communication objective. Web site users are being clearly split into two classes: one composed of those who accept such a style of communication, and the other of those who do not. Moreover, with those accepting that style certain emotional, informal and even friendly relations are being developed at a web site level.