GENRE, TYPOLOGICAL AND FUNCTIONAL CLASSIFICATION OF ENTREPRENEURIAL DISCOURSE: A LINGUOCOGNITIVE AND LINGUOPRAGMATIC PERSPECTIVE

Shukhratova Mukhlisa

Basic doctoral student (PhD candidate)

Kokand State University, Uzbekistan

Abstract. This paper examines entrepreneurial discourse as a complex communicative phenomenon in which social, institutional, cognitive and pragmatic factors interact. Drawing on discourse theory, speech act theory and institutional discourse theory, it argues that linguocognitive and linguopragmatic approaches should be combined in order to describe this discourse adequately. On this basis, a three-dimensional classification is proposed: a genre classification comprising seven genre groups, a typological classification based on four oppositions, and a functional classification identifying five core functions. The classification provides a theoretical foundation for the contrastive study of entrepreneurial discourse in Uzbek and English.

Keywords: *entrepreneurial discourse, institutional discourse, genre, typology, discourse functions, linguocognitive approach, linguopragmatic approach, speech acts, persuasion, legitimation.*

In a market economy, entrepreneurial activity is carried out not only through financial transactions but also through language. Informing partners, making offers, persuading investors, undertaking obligations and negotiating terms are communicative acts that shape economic relations. Entrepreneurial discourse is therefore not simply a variety of professional speech serving economic needs; it is a complex communicative phenomenon in which social, institutional, cognitive and pragmatic factors are intertwined. Its growing diversity, from formal contracts to social media posts, makes the question of its classification both theoretically and practically relevant, particularly for contrastive research on Uzbek and English.

The study of discourse has been shaped by J.L. Austin and J.R. Searle's speech act theory, H.P. Grice's theory of implicature, T.A. van Dijk's sociocognitive model and N. Fairclough's critical discourse analysis [1; 6; 4; 13]. Business and entrepreneurial communication has been investigated by P. Daly and D. Davy, P. Roundy and A. Asllani, and M. Pellegrini and P. Hunter, among others [3; 11; 10], while V.I. Karasik's theory of institutional discourse offers a framework for describing role-based professional communication [7]. In Uzbek linguistics, the linguopragmatic features of

business and economic discourse have been addressed by M. Qodirova and M.A. Sayfutdinova [9; 12]. However, a unified classification of entrepreneurial discourse that links genre, type and function has not yet been developed. The aim of this paper is to propose such a classification. The study relies on descriptive, discourse-analytical, linguocognitive and linguopragmatic methods.

Integrating linguocognitive and linguopragmatic approaches

The linguocognitive approach reveals the knowledge, experience and economic goals of discourse participants as reflected in conceptual structures, terminology, phraseology and metaphor. Expressions such as *bozor imkoniyati* ("market opportunity") or *investitsiya portfeli* ("investment portfolio") not only convey information but also reflect the speaker's communicative purpose, business plan and economic behaviour. Following van Dijk and Fairclough, the terminology, pragmatic strategies and discourse structure of entrepreneurial communication are directly related to the social position and economic status of its participants [13; 4].

The linguopragmatic approach, in turn, interprets entrepreneurial speech as performative action. From the perspective of speech act theory, a negotiation, a contract, an investor presentation or an advertisement does not merely inform; it persuades, commits and prompts decisions [1; 2]. Politeness strategies, indirectness and implicatures play a significant role: as G. Leech's work suggests, mitigated and strategic formulations are often more effective than open commands [8]. Neither approach alone is sufficient. When a business plan is analysed, the linguocognitive approach identifies how concepts such as *risk*, *strategy* and *revenue* are represented in the investor's cognitive model, while the linguopragmatic approach uncovers the persuasive strategies and interaction with the audience. Combining the two allows the cognitive and pragmatic layers of a text to complement each other, but it also requires a prior classification of entrepreneurial communication, since each genre and type has its own cognitive and pragmatic profile.

Genre classification

Following M. Bakhtin's understanding of speech genres as relatively stable, recurrent forms of utterance tied to social situations, the genres of entrepreneurial discourse can be viewed as communicative models shaped by the needs of economic activity. Seven genre groups are distinguished.

1. Formal-legal genres – contracts, agreements, charters and commercial offers. Following I.R. Galperin and O.I. Moskalskaya, they are characterised by precision, logical coherence and normativity [5]; emotional expressiveness is minimal and terminological accuracy is a priority. **2. Business plans and strategic documents** combine informative and persuasive functions: statistical data appear alongside

evaluative units intended to convince investors and partners. **3. Marketing and advertising genres** display the highest degree of expressiveness through evaluative adjectives, metaphors, slogans and implicit meanings. **4. Negotiation and oral business communication** consist of performative acts such as offering, agreeing, rejecting and setting conditions. **5. Corporate and institutional communication** – internal documents, reports, orders and announcements – is associated with fixed roles and hierarchical relations [7]. **6. Media genres** – interviews, press releases, public speeches and articles – present entrepreneurial activity to the public and combine formal and journalistic features. **7. Digital and electronic genres** – websites, social media posts and e-commerce texts – have generated new, interactive and highly compressed forms of entrepreneurial communication.

Each genre group performs a specific socio-economic task and is distinguished by its choice of linguistic means and pragmatic orientation. For instance, contracts require formality and normativity, whereas advertising texts are marked by evaluative vocabulary and persuasive strategies.

Typological classification

The typological approach classifies discourse according to its structure, communicative task and social context. Four oppositions are relevant. **Institutional vs. personal**: institutional entrepreneurial discourse arises within corporations and state bodies and relies on standardised scenarios, strict hierarchy and formal vocabulary, while the personal type, typical of individual entrepreneurs and small business owners, is more oral, flexible and innovative. **Written vs. oral**: written forms (contracts, business plans, official correspondence) are highly structured and ensure accuracy, whereas oral forms (negotiations, interviews, presentations) are goal-oriented sets of performative actions in which politeness and cultural factors are especially prominent. **Monologic vs. dialogic**: in presentations and official announcements the informative function prevails, while in negotiations and interactive marketing the positions and strategies of participants interact. **Normative vs. creative**: the normative type is found in official documents and standardised procedures, whereas the creative type, associated with advertising and marketing, is rich in originality and expressiveness. As a result, entrepreneurial discourse emerges as a multi-level discourse combining monologic and dialogic, written and oral, formal and informal forms.

Functional classification

Functions show what purpose linguistic units serve. Five core functions of entrepreneurial discourse are identified. The **informative function** conveys economic data and contractual obligations; it depends on logical structure, cohesive devices and terminological precision. The **persuasive and influencing function** dominates in marketing, advertising and negotiation. The **regulatory and normative function** is

realised in contracts, corporate orders and official documents. The **motivational and cooperative function** encourages participants to act and to engage in partnership, as in business presentations and investor negotiations. Finally, the **legitimating and image-building function** is performed by media texts, press releases and corporate statements, which present business decisions as justified and create a positive public image.

These functions do not operate in isolation but are combined in different proportions in each genre: the regulatory function prevails in a contract, the persuasive function in an advertisement, and the informative and persuasive functions together in a business plan. This functional overlap explains why a single text may simultaneously inform, persuade and legitimate.

Relevance for Uzbek–English contrastive analysis

The proposed classification is particularly useful for contrastive research. Uzbek and English entrepreneurial discourse share the same communicative tasks – conveying information, coordinating interests, persuading, prompting decisions and regulating economic relations – but realise them through different linguistic means determined by the structure of each language. Comparing texts is meaningful only when they belong to functionally equivalent genres and types: an Uzbek *tijorat taklifi* should be compared with an English *commercial offer*, and an Uzbek startup presentation with an English *startup pitch*. Comparing an Uzbek advertisement with an English contract would reveal differences of genre rather than differences of language. The genre, typological and functional parameters therefore serve as criteria for selecting and balancing comparable material.

Conclusion

Entrepreneurial discourse is a multifunctional and multilayered phenomenon whose communicative nature depends on the social status, economic interests and institutional roles of the addresser and addressee, as well as on the communicative situation. Its adequate description requires the integration of linguocognitive and linguopragmatic approaches. The proposed three-dimensional classification distinguishes seven genre groups (formal-legal, business plan and strategic, marketing and advertising, negotiation, corporate, media and digital), four typological oppositions (institutional/personal, written/oral, monologic/dialogic, normative/creative) and five core functions (informative, persuasive, regulatory, motivational-cooperative and legitimating). This classification provides a theoretical foundation for the contrastive study of entrepreneurial discourse in Uzbek and English and can be applied in teaching discourse analysis, pragmalinguistics and translation studies.

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