

POLITENESS PRINCIPLES OF ENTREPRENEURSHIP

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ABSTRACT

This study examines the use of politeness strategies in a business. The positive and negative politeness strategies proposed by Brown & Levinson's theory were used for the study. Constructing a healthy rapport in business plays a crucial role and that can take place directly through negotiation. For any entrepreneur convincing by using words stands as a key concept. A Business Negotiation is a development involving two or more groups, each with its aspirations, requirements, and perspective in the hunt for ascertaining a familiar opinion and accomplishes conformity to clear up a theme of common apprehension, rectify a divergence and swap principles. Elena B. Kuzhevskaya emphasizes that Conversational strategies are an essential aspect of any modern English language syllabus. In a Business English classroom, more attention is given to implementing the approaches in business. Thus the concept of politeness is an essential element of spoken stratagems in business.

Keywords: Politeness, Entrepreneurship, Strategies, Self-Confidence.

INTRODUCTION

In the present world, immediate fulfilment is anticipation, so one is exposed according to his/her communication. The key role of entrepreneurship is the evolution of setting up a business. Entrepreneurship refers to the route of constructing an innovative venture and taking any of its menaces, with the vision of building turnover. The individual who makes a novel venture and holds close to every dispute for its advancement and action is identified as an industrialist. In due course, the objective of a negotiation is to get a hold of the most excellent agreement feasible in favour of you and your association. Self-confidence is a significant element of any negotiation. Entering into an essential negotiation employing the primary understanding of familiar terms leads to a healthy conversation. Confidence can be gained by understanding the basics of negotiation and one of the main aspects is politeness. Proper negotiations donate appreciably to company accomplishment, as they:

- facilitate you fabricate healthier dealings
- convey durable, worthy answers
- Assist you to keep away from upcoming troubles and differences.

Negotiating involves providing and obtaining. You should focus to generate polite and productive communication that is a success for equally distributed for both groups. Preferably a flourishing finding the middle ground is where you can formulate recognition that denotes petite to you, whilst openhanded somewhat to the other group that means a slightly considerable to them. Your dealing should promote benevolence, not considering the dissimilarity in party benefit. A fine negotiation leaves each party satisfied and ready to do business with each other again. Several authors have stressed the significance of groundwork and preparation for negotiation, see, e.g. Kuhn (1988); Sanghi (2016); Sperber (1983); Schroeder & Epley (2015); Scott (1981); Ghauri (1986); Kabilan et al. (2011); Kuzhevskaya (2019).

It's important to know how your colleagues and customers choose to hear from you. Understanding linguistic politeness as a plan of verbal communication behaviour permits interlocutors to continue a fortunate prototype of a message and avert divergence. The way one behaves and the choice of words according to the situation express how polite and convincing their thoughts are. A great deal in any kind of business can be achieved through speech. Being courteous to everyone demonstrates respect and it brings nothing but countless advantages. Nickerson (1999); Rojas & Iglesias (2013) investigated the use of politeness strategies proposed by Brown & Levinson (1978) to gain a greater understanding of how the relationship between the sender and the receiver affects the rhetoric within the letter (Nickerson, 1999); Leong & Ahmadi (2017); Myers (2017). In her study, a corpus of 82 non-technical business letters was analyzed and the following positive and negative strategies were identified as occurring most frequently in the business letters she examined:

Positive Politeness Strategies

- Employ a suitable type of opinion
- Discover common position
- Be positive
- The sender claims information of and concern for the receiver's requirements

Negative Politeness Strategies

- Go on evidence as incurring a debt
- Show deference
- Be distrustful
- Evade
- Diminish annoyance
- Impersonalize sender and receiver
- Divulge impingement
- Provide reason
- plead pardon

(Nickerson, 1999) She found these strategies for both categories (see methodology for the categories); including different parts of a business letter, and identified the polarity (positivity or negativity) of strategies used in each act of these categories.

The Core Aspects of Politeness in a Business

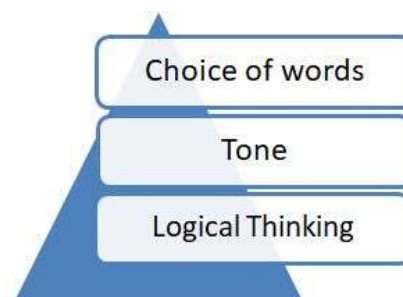


FIGURE 1
CORE ASPECTS OF POLITENESS IN A BUSINESS

Choice of Words

- Put the beneficiary's needs before the correspondent's needs
- begin with the beneficiary requirements to identify Figure 1

Each of us has a diversity of behaviour in verbal communication depending on the situation. The vocabulary used to thank is different from one scenario to the other. Thanking a friend and the choice of words is different from that of thanking during an interview. In business communication, the input is to select words that are straight and uncomplicated for your spectators to comprehend. Amalyah (2021); Ang (2005); Anggryadi, (2014) shows that many speakers believe that learning a language can make speaking a success, however, few can speak intelligently and adequately if they were able to choose the right usage of words according to the situation.

While speaking in a business forum, it's essential to judge the audience's comprehension compared to your own. As you speak, the below categories are to be focused on: Cliché, Slang, Jargon and Euphemisms

Positive and Negative Words

Words can have an optimistic, pessimistic, or neutral implication. Optimistic words lead to a pleasant scenario in business, negative connotation creates a disturbance, and unbiased connotations have a neutral reaction or understanding that is attached, therefore the choice of words has an impact.

Positive Words

- Brave
- Calm
- Excited
- Worried
- wise
- Smart
- Raise

Negative Words

- rejection
- Not
- Not an iota
- No one
- Unknown
- Nothing
- Neither
- Nowhere

Tone

The tone of any section of content can be examined in four proportions: wittiness, formality, value, and passion. Few effortless Ways to describe a Negative subject with an optimistic twirl:

- Focus on the solution rather than the problem and
- Elaborate on what is required more than what is not required
- Do not exaggerate

- Use examples
- Do not hesitate to be apologetic for an error

Adjust your tone of voice. Do not be feeble because you should be heard, but should be cautious that you are not screaming. Do not use abbreviations and use formal greetings. Use “yes” and “thank-you” rather than “yep” or “thanks”. In particular, the approach is an important aspect of tone. This includes style, enunciation, pause and understanding. On the other hand, tone refers to the notion of mindset you're trying to express while speaking.

Negative tones in communication are the persona of phrase that reveals a discontented approach just before the theme-or even the listener. These verbal traits may include pitch, volume, and rhythm, but in a sad or annoyed presenter, they put up to distribute that emotion.

The tone is how you explain the thinking utilizing speech. It replicates the speaker's outlook toward the listeners and affects how the listener will act in response. Listeners tend to put a lot of effort into sounding competent and professional, but it is important to make sure how to create a positive tone.

How to Avoid a Negative Tone

Below are the words you should try to avoid: in no way, inescapable, unsure, dread, fault, harms, negligent, unlucky, awful, responsibility, hindrance, imperfect, malfunction, abandon, hard/intricacy, be uncertain, nuisance, indistinct. Use the optimistic choice of words to express unhelpful information.

Logical Thinking

Few usages that demonstrate logical thinking

- Try to distinguish between examination and suggestion
- Create rational conclusions in restricted situations
- Try to identify the prototype
- Include necessary - organized ideology

Logical discussion according to the circumstances refers to how choices are made. A reasonable decision-maker employs verification and widens opinions and rationale thinking to draw conclusions and make assessments. Concerning logical decision-making seems more limited in scope and has a more pragmatic goal than “rational” decision-making.

Logic is a tool we can use to help entrepreneurs make better business decisions. Logic is the method of using rational reasoning to make a convincing argument. We use logic to make a point, make an assessment, or persuade others to agree with us.

Logic and Reasoning in Business

Have you ever struggled to make an important business decision? The answer is yes. Everyone in the business world struggles to make the finest decisions. Logic is a tool we can use to help us make improved business decisions.

Logic is the process of using balanced reasoning to make a suitable argument. We use logic to make a point, make a decision, or encourage others to agree with us. If you want to convince your co-workers that Friday should be a casual dress day, you need to make a valid argument to convince others that this change is needed. It might look like this:

- Companies that put into practice a casual dress day experience an increase in employee morale.
- Improved employee confidence increases efficiency.
- Therefore, making Friday a casual dress day will amplify productivity.

With the use of a suitable argument, it is much more probable that you will get a casual dress day. There are different types of logic, and there are rules to using logic. Understanding some logic basics will help you make improved business decisions.

CONCLUSION

Thus the choice of words, logical thinking and tone in speaking during business deals will denote how politeness. So selection of words plays a major role along with the tone and logical thinking. The emphasis should be also given to positive politeness more than to negative politeness.

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