# RECONSTRUCTION OF THE PLAN OF EXPRESSION OF COMPOSITIONAL AND SEMANTIC ELEMENTS OF BUSINESS CORRESPONDENCE TEXTS AS MACROSIGNS OF CULTURAL NATURE

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## INTRODUCTION

The phenomenon of reconstruction has become an important theoretical and methodological basis for modern linguistic research (G.A. Klimov, G. Bonfante, J. Kuryłowicz, K. Koerner, H.M Hoenigswald), related to the problems of updated study of the relationship between language and consciousness. (A.V. Korolyova, L.P. Dronova, M.O. Shutova), languages and cultures (Yu.D. Apresyan, V.Z. Demyankov, V.V. Zhayvoronok, O.D. Krivonosov, Yu.M. Lotman, J.A. Sternin, A. Wierzbicka); reproduction of linguistic pictures of the world (I.O. Golubovska, G.V. Kolshansky, G.V. Mezhzherina, Zh.P. Sokolovskaya, O.D. Shmelev), composition of national conceptospheres (N.D. Arutyunova, S.G. Vorkachev, V.I. Karasyk, V.I. Kononenko, V.V. Krasnykh, G.M. Yavorska) and others.

Given the intelligence of scientists, reconstruction is an important methodological basis for modern linguistic research. Commenting on the importance of the application of reconstruction, O.M. Trubachov foresaw the further development of this phenomenon and its going beyond the classical understanding as a procedural method of comparative and historical method. According to the scientist, reconstruction is a phenomenon for mankind and serves as a source of knowledge of ancient spiritual and material culture[1]. Traditionally in linguistics, the text was considered as the primary reality and starting point of any humanities discipline[2] as well as the object of independent linguistic discipline that is text linguistics[3] and social phenomenon, the highest communicative unit.

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[1] Трубачев О.Н. Приемы семантической реконструкции. *Сравнительно-историческое изучение языков разных семей. Теория лингвистической реконструкции.* Москва, 1988. С. 197–222. URL: http://www.philology.ru/linguistics1/trubachev-88.htm.

[2] Бахтин М.М. Эстетика словесного творчества. Москва : Искусство, 1986. 423 с.

[3] Булаховський Л.А. Фонетичні і морфологічні південнорусизми в староруських пам'ятках XII–XIV ст. Праці Київського державного університету. Серія «Гуманітарні науки». Київ, 1954. С. 133.

## 1. Definition of the term "reconstruction"

The problem of definition of the term "reconstruction" remains relevant at the present stage of development of linguistic and comparative studies, as the actual purpose of reconstruction is undergoing significant changes. Reconstruction is defined as the essence of modern comparative and historical linguistics, which allows us to identify commonalities and differences in languages in which the concepts of carriers of different pictures of the world are represented[4].

In a broad sense, "reconstruction" is interpreted as reproduction, the procedure of recreation, construction[5]; a set of techniques and procedures for reproducing unrecorded language states, forms, phenomena by historical comparison of the respective units of a particular language, group or family of languages. Thus, any language level, element or language state as a whole can be involved in the reconstruction and be the subject of reconstruction, viewed through the prism of anthropocentric (O. Bondarko, S. Katznelson, I. Meshchaninov, A. Khudyakov), textual and discursive (A. Korolev, J. Cook, K. McCown, O. Parina), cognitive (A.V. Korolyova, L.P Dronova), cognitive and communicative (O. Delva, O. Selivanova), ethnocultural (O.L. Berezovich, S.M. Tolstaya, O.V. Tishchenko, M.O. Shutova); pragmatic (A. Baranova, Yu. Stepanov, C. Pierce, G. Pocheptsov), semiotic (O. Berezovich, V. Karasyk, O. Palchevskaya) approaches.

Summarizing the above, we note that the pluralism of definitions of the term "reconstruction" is associated with multifaceted studies of the phenomenon in modern linguistic and comparative studies. Although "reconstruction" was first described as a procedure of comparative and historical method by German linguists F. Bopp and J. Grimm, the need for language reconstruction was demonstrated at the time of the Great Geographical Discoveries, due to the importance of language reproduction and hidden meanings.

## 2. From the history of reconstruction

An important aspect of the textual reconstruction was the achievements of European scholars in the study of intercultural relations based on the results of the reconstruction of the monument of the ancient Anglo-Saxon heroic epic "Beowulf". Linguist R. Williams recreated the Finnish episode in the heroic epoch and interpreted it through a system of signs and meanings.

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[4] Брандес М.П. Стилистика текста. Теоретический курс : учебник. 3-е изд., перераб. и доп. Москва : Прогресс-Традиция ; ИНФРА-М, 2004. 416 с.

[5] Трубачев О.Н. Приемы семантической реконструкции. *Сравнительно-историческое изучение языков разных семей. Теория лингвистической реконструкции.* Москва, 1988. С. 197–222. URL: http://www.philology.ru/linguistics1/trubachev-88.htm.

In his famous book "Language and History in Early Britain" (1953), K. Jackson reconstructed the semantics of the archaic neo-British language, the monuments of which consisted exclusively of proper names and tried to explain them by drawing on historical information about culture and people.

Carrying out semantic reconstruction of texts, linguists were united in their desire not only to recreate the lexical, morphological, syntactic systems of speech, but also to explore the structure of works, their semantics, give their own interpretation of linguistic phenomena and outline the history and culture of people through a number of elements.

### 3. The status of text in modern linguistics

The work of linguists covers a wide range of linguistic problems related to determining the status of the text in general, as well as the structure, semantics, syntax in particular. The analyzed works should be grouped in the following areas.

The first group of sources is the work of philologists, which comprehends the problems of the status of the text (O.P. Vorobyova, I.R. Halperin, T.M. Dridze, O.O. Selivanova, Z. Turaeva).

The second group includes investigations of linguists regarding the textual construction and logic of text construction (S.I. Ivanenko, M. Pfutze, K.S. Serazhim, T. Todorov).

The third group contains the work of linguists on textual semantics and means of its external and internal expression (V.V. Vinogradov, O.O. Kucherova, A. Linke), as well as on the definition of text as a macro sign (R. Bart, C. Morris, Yu. Lotman). The fourth group includes the work of scientists on the study of textual syntax (J. Bauer, L.G. Herzenberg, O.M. Morokhovsky) and its role in the reconstruction of the content of the text (L.I. Belekhov, W. Royder).

The study of the nature of texts as a strategic direction of linguistic science is characterized, according to H.O. Zolotova, as the "higher reality of language"[6], and the analysis of the text, according to A.I. Novikov, has become "one of the main directions of world science on the language of the XXI century"[7]. Among foreign scholars, a similar opinion was expressed by L. Elmslev, who argued that the starting point for the study of language should be the text[8].

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[6] Дронова Л.П. Реконструкция в компаративистике и когнитивно-ориентированной лингвистике. *Вестник Томского государственного университета. Серия «Филология»*. Томск, 2012. № 4(20). С. 24–31. URL: http://philology.ru/linguistics1/dronova-12.htm.

[7] Новиков А.И. Семантика текста и ее формализация. Москва : Наука, 1983. 215 с.

[8] Ельмслев Л. Пролегомены к теории языка / пер. с англ. Москва : КомКнига, 2006. 248 с.

The text is conceived in a new way in conditions when the boundaries between sciences are blurred and the problem of revealing the semiotic and informational approach to its definition and status arises. At the heart of this approach is the idea of the culture as a way of representing and interpreting reality by objectifying it through text. According to Yu. Lotman, culture is thought as a complex organized sign mechanism that ensures the existence of a collective personality of a certain group of people who have some superpersonal instinct, shared memory, unity of behavior, unity of modeling the world around them and unity of attitude to him[9]. Acquiring the characteristics of a certain group of people, ethnic group, the text undoubtedly acts as a cultural sign.

An important achievement in the development of the theory of sign significance of the text was made by M. Bakhtin. The scientist considered the text as a complex sign complex, but as the linguist notes, "the text is a broader concept, so in this regard, any text can have an ideological and aesthetic idea, which is not reduced to the sum of its meanings"[10].

Given the symbolic nature of the text, K. Stetsyura proposes the definition of the text as a certain sign series, a container of cultural meanings and the most important environment of communication for society and, accordingly for the individual that is formed with the development and establishment of dominance of information and communication technologies and mass communication in society. The text is the embodiment of culture and ensures its functioning through the dissemination of cultural models that introduce its further reproduction and development.

The opposite opinion is expressed by L. Khodyakova, who expanded the concept of "text" to the boundaries of culture and in this sense text is not an information space, but only a sign[11]. The cultural nature of the text is to reflect the structured monad (L. Khodyakova, N. Khudoley) of a specific ethnic space, which is objectified through a system of compositional and semantic elements.

R. Bart considers the text as a cultural sign, believing that any text is created from many absorbed cultural codes. According to R. Bart, the cultural code is "the perspective of many quotations, a mirage created from a

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[9] Максимов С.Е. Прагматические и структурно-семантические особенности текста международного договора (на материале английского языка) : автореф. дис. … канд. филол. наук. Киев, 1984. 23 с.

[10] Бахтин М.М. Эстетика словесного творчества. Москва : Искусство, 1986. 423 с.

[11] Ходякова Л.А. Методика интерпретации текста как феномена культур. *Ярославский педагогический вестник*. 2011. № 2. Т. 2. С. 76–81.

variety of structures; the units formed by this code are echoes of something that has already been read, seen, made, experienced[12].

The significance of the structure (composition) of the text was first substantiated by scholars of the Prague Linguistic Circle in Thesis in 1929. One of the most important provisions in the concept of the Prague Linguistic Circle was the concept of language structure, which is closely related to the structures around. Another equally important was the teaching of the German linguist K. Buhler on language functions, the main postulates of which are presented in the book "Theory of Language. Structural model of language" (1934)[13]. At the present stage of development of linguistic science, the text is a construction of successive structural elements, which is a reflection of its cultural nature. Thus, extraverbal reality is reflected in the structure of the text, which serves as an explicit container of meanings and artifacts of the cultural system where it operates.

In classical linguistics, the concept of composition reflects: 1) the relationship of static and dynamic aspects of the text; the first notion is related to the construction, architecture of the text[14], the second is connected with the logical development of content with the movement of thought[15]; 2) the process of dividing the continuum of the text into compositional and semantic elements, informative blocks and combining information within each block; 3) the inner (content) side of the organization of the text and its outer side (division into parts, sections, chapters, paragraphs, paragraphs)[16].

Given the work of linguists (V.P. Gudzenko, H.O. Matkovskaya, L.T. Nazarevich, T. Sushkevich), who studied the compositional organization of the text, we conclude that the process of forming the concept of "text composition" is still is not complete. The structure of the text (from the Latin "structura" means structure, placement, order) and is a coherent type of organization of the semantic content of the text at the level of its complete integrity; the method of connection between the components,

[12] Барт Р. Избранные работы. Семиотика. Поэтика / пер. с франц. Москва : Прогресс ; Универс, 1994. 616 с.

[13] Crystal D. Language and the Internet. URL: http://medicine.kaums.ac.ir/uploadedfiles/files/language_and_%20the_internet.pdf.

[14] Лисиченко Л.А. Структура мовної картини світу. *Мовознавство*. 2004. № 5–6. С. 36–41.

[15] Дридзе Т.М. Социально-психологические аспекты порождения и интерпретации текстов в деятельности речевого общения. *Аспекты изучения текста*. Москва, 1981. С. 129–136.

[16] Новиков А.И. Семантика текста и ее формализация. Москва : Наука, 1983. С. 56.

components of the work as a whole structure, the system of essential relations between them[17].

A universal approach to the definition of the concept is proposed by M.P. Brandes. The researcher likens the composition with the form which is a system of methods, techniques, plan of expression, presentation, transformation and functioning of content and outlines three aspects: the aspect of external language form, the aspect of expediency of external form and sign aspect[18].

The aspect of external language form is related to the speech embodiment of functional content through the use of language tools. The aspect of expediency of the external form embodies the functions of assigning the objective content of the text, it is determined by the genre features of the text and is realized in the form of genre and stylistic construction of the subject content.

The informational sign and symbolic aspect of the form is connected with the cultural and historical context, this aspect ensures the functioning of the subject content of the text[19].

Related to M. Brandes' views are N. Nikolina's investigations into the interpretation of the composition of the text, in which the scientist proposes to distinguish between external composition and internal composition. The internal (semantic) composition is determined, first of all, by the system of images-characters, features of the conflict, originality of plot lines; external composition is the division of continuous text into discrete units[20].

The classical understanding of the composition is reduced to a combination of three parts: introduction, main part and conclusion (I. Golub, L. Maidanova, M. Khrapchenko). The introduction is mainly a short message, a condensed semantic overview, which is characterized by symbolic presentation and is a visual signal for the reader. The purpose of visual signals was noted by K.M. Nakoryakova, who noted that "the role of visual signals in a small amount of material is especially responsible: they attract attention, facilitate

[17] Сорокина Е.А. К уточнению содержания термина «семантическая реконструкция». *Известия Волгоградского государственного педагогического университета*. 2013. URL: https://cyberleninka.ru/article/n/k-utochneniyu-soderzhaniya-termina-semanticheskaya-rekonstruktsiya/viewer.

[18] Брандес М.П. Стилистика текста. Теоретический курс : учебник. 3-е изд., перераб. и доп. Москва : Прогресс-Традиция ; ИНФРА-М, 2004. 416 с.

[19] Кучерова О.О. Замітка як об'єкт дослідження теорії комунікації (на матеріалі британської преси). *Наукові записки Національного університету «Києво-Могилянська академія». Серія «Філологічні науки»*. Київ, 2004. Т. 34. С. 84–87.

[20] Брандес М.П. Стилистика текста. Теоретический курс : учебник. 3-е изд., перераб. и доп. Москва : Прогресс-Традиция ; ИНФРА-М, 2004. 416 с.

Николина Н.А. Филологический анализ текста. Москва : ИЦ «Академия», 2003. 256 с.

orientation in the text, identify techniques for its organization, emphasize the integrity of the structure". The predominant attention of the reader is focused on the main part, because it is the message of the most important information. In the conclusions the author summarizes a certain result. However, such a compositional structure does not fully reflect the internal content of the text, the logic of its construction and the multiplicity of meanings.

In the modern sense, the composition of the text is a specific type of connection of global text structures and a sign of the sequence of textual blocks[21]. Of course, this leads to a rethinking of compositional elements, which acquire a qualitatively different meaning.

The introduction involves the introduction to the topic and content of the text, the presentation of the material, the formulation of the problem, the specification of aspects of its consideration. Quite often, the introduction of mass media texts pursues psychological goals, reflects the author's desire to capture the reader's attention, to arouse his interest, to establish psychological contact with the readership.

The main part contains the development of the concept contained in the introduction. Here the topic is directly and comprehensively revealed, the problems are solved, the basic information is reported. In this part the ratio of general and separate questions, abstract concepts and concrete examples, factual and statistical data, etc. is especially important[22].

In the main part, the author sets out the main material on which a judgment or assessment is made; analyzes (denies or accepts) other people's judgments, offers his understanding of the topic. The communicative intention of the subject of speech is realized through statements, evidence, including the thesis. The main position that is proved in the process of speech, arguments as the provisions that are substantiated and the truth of which is proven. The most important role in the main part belongs to the thesis, its confirmation or refutation.

The conclusion is usually summed up, the results are formulated with all certainty, what is said is summarized, prospects are outlined, appeals to the audience are contained[23].

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[21] Ходякова Л.А. Методика интерпретации текста как феномена культур. *Ярославский педагогический вестник*. 2011. № 2. Т. 2. С. 76–81.

[22] Сорокина Е.А. К уточнению содержания термина «семантическая реконструкция». *Известия Волгоградского государственного педагогического университета*. 2013. URL: https://cyberleninka.ru/article/n/k-utochneniyu-soderzhaniya-termina-semanticheskaya-rekonstruktsiya/viewer.

[23] Трубачев О.Н. Приемы семантической реконструкции. *Сравнительно-историческое изучение языков разных семей. Теория лингвистической реконструкции*. Москва, 1988. С. 197–222. URL: http://www.philology.ru/linguistics1/trubachev-88.htm.

Investigating the composition of media texts, K.S. Serazhim identifies the following types of compositions: thematic authorial structure, architectural authorial structure and compositional structure.

### 4. Methods of text research

Structural, semantic and syntactic reconstruction of business texts requires the involvement of the most important linguistic method of comparative history with the updated method of reconstruction (A.V. Korolyova), which together with other philological methods (descriptive method, cognitive method) as well as with the onomasiological analysis, the method of linguistic and stylistic abstraction and the method of speech acts of J. Searle and J. Austin) are used at different textual levels (compositional and semantic, intra-semantic and syntactic)[24]. Auxiliary methods (contextual and interpretive, philological analysis of the text) are crucial for the interpretation of the results of the reconstruction procedure, including mathematical methods that are designed to ensure the reliability of the results.

Comparative and historical method based on the comparison of the most established language systems[25] with an updated method of reconstruction, allows the representation of business texts as the realization of cultural, linguistic, speech nature, which has a logic of construction and is the result of the cultural environment; identification of stable characteristics through the coding of historically determined and fixed in the mind meanings.

Reconstruction of compositional and semantic elements of business texts allows to present the text as realization of the cultural scheme which has logic of construction and contains "diachronic matrix" (S.V. Knyaziv). Thus, through the structure of the business texts, the logic of construction is a different text, which is the result of the cultural environment. In this regard, V.M. Toporov notes: "Each step in the reconstruction of the text is accompanied by a kind of projection on the sphere of text structure"[26]. Thus, the reconstruction makes it possible to single out the compositional and semantic element of business text, to clarify its role in the text itself and the meaning assigned to it.

Descriptive method, which is one of the oldest linguistic methods, took place during the reconstruction of compositional and semantic elements in order to systematically inventory the text and explain the features of their structure and functioning in the studied languages. The descriptive method is

[24] Корольова А.В. Нові виклики сьогоденної компаративістики і контрастивістики. *Проблеми зіставної семантики*. Київ : ВЦ КНЛУ, 2013. Вип. 11. С. 9–15.

[25] Кочерган М.П. Основи зіставного мовознавства. Київ : ВЦ «Академія», 2006. 424 с.

[26] Ходякова Л.А. Методика интерпретации текста как феномена культур. *Ярославский педагогический вестник*. 2011. № 2. Т. 2. С. 76–81.

a certain algorithm of actions, which provides: selection of units of analysis, division of selected units, classification and interpretation of selected units.

Reconstruction of intrasemantic elements of the text aims to identify stable, meaningful characteristics that were used to encode historically determined and fixed in the mind meanings that are reflected in the practice of business communication. The procedure of elucidating the meanings that are fixed in the mind provides a clear algorithm of actions, which, in addition to the reconstruction of images and meanings of text, aims to decode the author's intention and determine the meanings that were fixed in it. Emphasizing the importance of the reconstruction of semantic elements, O.O. Sorokina notes that semantic reconstruction involves the study of vocabulary by its categories and thematic groups, as well as determining the place of this vocabulary in the text (context)[27].

The use of methods of cognitive and onomasiological analysis and linguistic and stylistic abstraction was aimed at the reconstruction of intrasemantic elements of the texts.

The method of linguistic and stylistic abstraction is aimed at the study of language as a secondary rational system, taking into account its stylistic differentiation. Thus, any figurative and stylistic element of the text is evaluated not as a component or subordinate in the system of figurative and stylistic elements, but as one of the linguistic signs that reflects the mental representation of reality through the prism of the people's consciousness.

Methodology of dialogic interpretation of the text, which is a set of procedures for text analysis as a significant mediator of discourse, taking into account the extralingual factors of textual communication and the integrating principle of dialogicity. Dialogicity in some respects was postulated as a principle of philosophical hermeneutics by the German researcher F. Schleiermacher and by founder of linguistic hermeneutics W. von Humboldt.

## 5. The composition of business text

The thematic structure covers the whole text, thanks to which it unfolds a number of topics that are united by certain types of connections. K.S. Serazhym in the work "Textology" notes that the thematic authorial structure of the text covers the entire text and is manifested in thematic connections between phrases. Each subsequent phrase should be related to the previous thematic link. The thematic structure is contrasted with the

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[27] Сорокина Е.А. К уточнению содержания термина «семантическая реконструкция». *Известия Волгоградского государственного педагогического университета*. 2013. URL: https://cyberleninka.ru/article/n/k-utochneniyu-soderzhaniya-termina-semanticheskaya-rekonstruktsiya/viewer.

athematic structure, in which there are no thematic connections. Athematism can be the result of side, non-verbal influences on the speaker.

The homogeneous thematic structure has the following connections:

1) the main thematic connection (phrases related to the same subject of the story);

2) subthematic connection (the next phrase is hierarchically subordinated to the previous one – from general to specific, from general to detail, etc.);

3) acrotematic connection (the next phrase is the top of the hierarchy relative to the previous phrase – from specific to general).
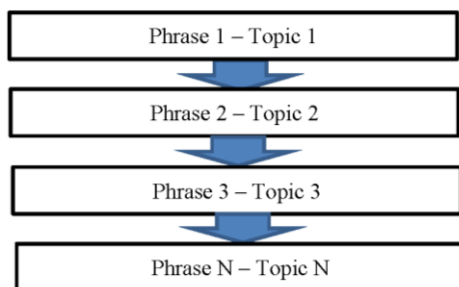


Studying the composition of texts of business nature, K.M. Nakoryakova presents the text composition as follows: 1) an event that has already been completed, or that is happening now; 2) a description of the event or (in more extensive publications) a description of the event with specific facts, details; 3) the significance of the event (description of specific measures taken in connection with what is happening); 4) perspectives[28].

In the business texts there are obligatory compositional elements (according to K.M. Nakoryakova): introduction or event, description of the event, meaning of the event, conclusions.

The text example is given below.

*Dear Mr. Smith,*

*It is my pleasure to strongly recommend Wendy Jones for the Jr. Data Analyst role with Cloud Clearwater. I am Elena Adams, a project manager at Crane & Adams. I have 12 years of experience working in the tech industry and have seen many young professionals come and go. Ms. Jones is one individual I have worked with who uniquely stands out.*

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[28] Трубачев О.Н. Приемы семантической реконструкции. *Сравнительно-историческое изучение языков разных семей. Теория лингвистической реконструкции.* Москва, 1988. С. 197–222. URL: http://www.philology.ru/linguistics1/trubachev-88.htm.

*During our time together, Wendy displayed great talents in data analytics. When we first met, I was immediately impressed with Wendy, but during the time worked together, her understanding of analyzing data to achieve results for our company grew far more than that of her peers.*

*It's not just her technical skills that impress me, however. Wendy was a joy to work with because of her amazingly positive attitude and ability to communicate across teams. Her focus and attention to detail were also necessary and valued not just by myself, but by her peers, who often relied on her to get the job done.*

*I am absolutely confident that Wendy would be a great fit at Cloud Clearwater. Not only will she bring the kind of skills and experiences you're looking for in an applicant, she will quickly become an asset and help your company grow in any way she can.*

*If you need more information or specific examples, please do not hesitate to contact me at 555-111-9999. As a recommendation letter likely only provides a snapshot of her talents and achievements, I would be happy to further elaborate on my time working with her.*

*Sincerely,*
*Elena Adams*
*Sr. Marketing Manager*

**Element 1 is event:** *It is my pleasure to strongly recommend Wendy Jones for the Jr. Data Analyst role with Cloud Clearwater. I am Elena Adams, a project manager at Crane & Adams. I have 12 years of experience working in the tech industry and have seen many young professionals come and go. Ms. Jones is one individual I have worked with who uniquely stands out.*

Event is a compositional and semantic element aims to activate the reader's attention, to attract the message (often used bright figurative and stylistic elements) to move on to reading the text itself.

**Element 2 is the description of the event:** *During our time together, Wendy displayed great talents in data analytics. When we first met, I was immediately impressed with Wendy, but during the time worked together, her understanding of analyzing data to achieve results for our company grew far more than that of her peers.*

*It's not just her technical skills that impress me, however. Wendy was a joy to work with because of her amazingly positive attitude and ability to communicate across teams. Her focus and attention to detail were also necessary and valued not just by myself, but by her peers, who often relied on her to get the job done.*

On compositional level it takes 2 passages. The description of the event is a compositional and semantic element that details the information and

informs the reader about intoduced event. The main purpose is to inform, provide the fullest possible information about the event.

The description of the event is an important element, as the message begins to gain imagery, the author often shares his own experience of the event that he/she observed. Equally important is the explanation of the reasons connected with the event.

***Element 3. is the significance of the event*** (description of specific measures taken in connection with what is happening): *I am absolutely confident that Wendy would be a great fit at Cloud Clearwater. Not only will she bring the kind of skills and experiences you're looking for in an applicant, she will quickly become an asset and help your company grow in any way she can.*

Element 3 as a compositional and semantic element contains information about the future prospects and positive (negative) experience. This element is not present in all business letters, as it performs an assurance function.

***Element 4 is conclusions:*** *If you need more information or specific examples, please do not hesitate to contact me at 555-111-9999. As a recommendation letter likely only provides a snapshot of her talents and achievements, I would be happy to further elaborate on my time working with her.*

*This element has the information about further communication.*

Investigating the composition of texts, K.S. Serazhim identifies the following types of compositions: thematic authorial structure, architectural authorial structure and compositional structure.

The thematic structure covers the whole text, thanks to which it unfolds a number of topics that are united by certain types of connections. K.S. Serazhym in her work "Textology" notes that the thematic authorial structure of the text covers the entire text and is manifested in thematic connections between phrases. Each subsequent phrase should be related to the previous thematic link. The thematic structure is contrasted with the athematic structure, in which there are no thematic connections. Athematism can be the result of side, non-verbal influences on the speaker[29].

The homogeneous thematic structure has the following connections:

1) the main thematic connection (phrases related to the same subject of the story);

2) subthematic connection (the next phrase is hierarchically subordinated to the previous one – from general to specific, from general to detail, etc.);

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[29] Корольова А.В. Нові виклики сьогоденної компаративістики і контр-астивістики. *Проблеми зіставної семантики*. Київ : ВЦ КНЛУ, 2013. Вип. 11. С. 9–15.

3) acrotematic connection (the next phrase is the top of the hierarchy relative to the previous phrase – from specific to general).

The selection of thematic elements involves the division of the text into phrases and the establishment of the topic, its prevalence (based on the prevalence determines the importance of the topic for a particular society) and the type of connection.

The homogeneous structure of the business letters implies the interconnectedness of topics (introduction, giving information, detalizing, conclusions, etc.).

Predicative connection can be combined components of content, which express: actants (acting roles of subjects, applications), relations (cause, permissibility, purpose), attributes and coordinates (place, time). K.S. Serazhim presents the architectural authorial structure of the text as follows: title element, heading, title, subtitle, internal title, announcement, indent, text.

| Title element |
| Heading |
| Title |
| Subtitle |
| Internal title |
| Indent |
| Text |
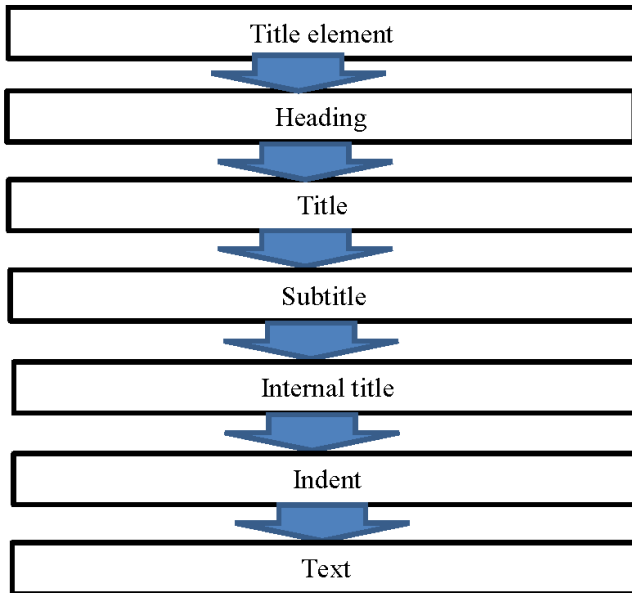
The architectural structure serves as a reflection of the main principle of composing mass media texts, namely "volume-content", from the standpoint of which it is possible to establish how rationally composed the text is.

The key unit of rubrication is the title element. The title element, of course, performs a demonstrative function, as it contains the key concepts of

the text, gives the most general ideas about the content and information that is detailed in the text itself.

The rubric is used by the author to encourage the potential reader to read the text itself. Here the mechanism of the author's communicative intention plays an extremely important role, which by means of the form and content of the rubric organizes the reader's attention to the viewing of the basic information. It is often used in CV's, resumes and etc.

The reader's special attention is drawn to the clearest segmented part of the text – the title. The title is defined as a concise text, the purpose of which is to represent the message. T.A. Yeshchenko claims that the title performs a number of functions: nominative, demonstrative, informative, advertising, intertextual, intratextual[30].

For business correspondence, the intratextual function is pronounced, as the reader can easily compare the content of the text with the semantics of the title. Since the titles of business texts are thematic, they signal the content before reading the text itself.

The subtitle, first of all, performs a clarifying function and limits the time frame, specifies the information component of the text.

The internal header is used to reveal the causal relationship or to connect the part with the whole.

The title and the announcement are strong positions of the text. The announcement contains condensed information, is characterized by high saturation and aims at the minimum cost of the text, to convey the maximum amount of information, to cover the most important aspects of the message, to present the main author's opinion favorably.

Since the architectonics reflects the composition of the work, the architectural structure must reflect the main compositional elements with its semantic and structural elements.

Other equally important semantic elements in the composition of the text, which perform information retrieval, explanatory, aesthetic and visualization functions are iconic elements. C. Pierce, G. Frege, R.O. Jacobson understood the sign as the minimum carrier of linguistic information, which has a two-way essence – the plan of expression (design) and the plan of content (signification), and noted that the sign can be a separate sound, word or sentence.

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[30] Єщенко Т.А. Лінгвістичний аналіз тексту. Київ : ВЦ «Академія», 2009. 264 с.
Васильев Л.М. Современная лингвистическая семантика. Москва : Высшая школа, 1990. 176 с.

Following C. Pierce, other linguists understood signs that are based on the reproduction of the similarity between the sign and its meaning in color, shape, sound, structure or sequence[31].

U. Eco in his book "Lack of structure. Introduction to Semiology" considered the iconic sign to be similar to the object to which it relates. In his opinion, the iconic sign reproduces some general conditions of perception and consists of several codes: iconic and rhetorical[32].

In business texts with the help of images on block diagrams, abstract concepts are transmitted specifically, clearly to the reader. This combination, of course, creates a symbiosis (interaction of semantic elements at the micro and macro levels), which is interpreted as coexistence verbal, iconic and graphic means. Characteristic of texts is the presence of the following semantic elements: a combination of text and graphics, the use of schemes and text, the use of iconic elements within the text (for example company's logo), a combination of iconic and graphic elements.

**CONCLUSIONS**

Summarizing the above, we note that the plan of expression of compositional and semantic elements of business texts is presented through the elements of composition of texts (title element, heading, title, subtitle, internal title, announcement, indent, text and types of connections between them), iconic elements and symbiosis of verbal, iconic and graphic means, which can be traced at different levels of composition.

**SUMMARY**

The article studies the compositional and semantic elements of business texts through the prism of an updated understanding of the reconstruction method and decodes their key characteristics. Reconstruction of the text structure allows to reveal the author's intention and to reveal the elements of the structure characteristic of business texts. The significance of the business text can be traced on each element of its structure: title element, heading, title, subtitle, internal title, announcement, indent, text. This significance is reflected through the type of connection between these structural elements. Auxiliary means of transmission of the author's intention are investigated such as: block diagrams, verbal, iconic and graphic means. We see the

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[31] Пирс Ч.С. Grammatica speculativa. *Начала прагматизма* : в 2 т. / пер. с англ. В.В. Кирющенко, М.В. Колопотина. Санкт-Петербург : Алетейя, 2000. Т. 2 : Логические основания теории знаков. С. 223.

[32] Эко У. Отсутствующая структура. Введение в семиологию / пер. с итал. Санкт-Петербург : ОО ТК «Петрополис», 1998. 432 с.

Crystal D. Language and the Internet. URL: http://medicine.kaums.ac.ir/ uploadedfiles/files/language_and_%20the_internet.pdf.

prospect of further research in the reconstruction of other texts of business discourse. The article investigates that a business text is a construct-macro-sign, composed of nature, which has a cultural basis.

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