

# **Business Communication across Cultures: A Linguistic Approach**

Ondřej Gazda

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## **ABSTRAKT**

Tato bakalářská práce se soustředí na interakci v obchodní komunikaci napříč různými kulturami. Cílem práce je přispět k tomu, jak se obchodní komunikace vyvíjí v reakci na globalizaci a poukázat na význam kulturního povědomí a přizpůsobivosti. Práce se dále zaměřuje na formy, které se používají pro efektivní komunikaci a zdůrazňuje potřebu vzájemného pochopení v návaznosti na růst celosvětových spoluprací. Tato práce také ukazuje vývoj angličtiny jako *lingua franca*, tedy společného jazyku pro dorozumívání. Pomocí diskurzní analýzy tato práce analyzuje e-mailovou komunikaci mezi profesionály z různých kultur a zkoumá kulturní rozdíly, které ovlivňují prostředí obchodu.

Klíčová slova: obchodní komunikace, komunikace napříč kulturami, globalizace, *lingua franca*, diskurzivní analýza

## **ABSTRACT**

This bachelor's thesis shows the dynamics of business communication across different cultures. It aims to contribute to the discussion on the evolution of business communication in response to globalisation and show the importance of adaptability and cultural awareness. It focuses on the transition from traditional to digital platforms and highlights the need for mutual understanding as global business interactions increase. Moreover, it shows the role of English as a global *lingua franca*. The thesis examines how cultural differences influence communication strategies in a business setting and uses discourse analysis to analyse email exchanges between professionals from different cultural backgrounds.

Keywords: business communication, intercultural communication, globalisation, *lingua franca*, discourse analysis

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I hereby declare that the print version of my bachelor's thesis and the electronic version of my thesis deposited in the IS/STAG system are identical.

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## INTRODUCTION

With the help of technology and globalisation, business communication has become a phenomenon that enables worldwide exchanges of goods, ideas and resolutions to problems. This bachelor's thesis shows a linguistic approach towards business communication across different cultures.

My thesis consists of a theoretical and practical part. In the theoretical part, I introduce the readers to how business communication has changed from writing letters to sending emails and messages. The thesis highlights the importance of English as a means of communication among people from different countries in a business environment. Adopting English as a global lingua franca in business offers a distinct advantage as it helps to bridge communication gaps. In other words, English makes the interaction with potential customers or business partners easier. The thesis also argues that effective business communication across cultures requires language proficiency as well as the need to understand cultural contexts and that even people who communicate in the same language can experience cultural misunderstandings. The thesis examines language, culture, and business. Moreover, it aims to connect these ideas through practical examples.

The practical part of this thesis extends the theoretical part by showing real-life examples of business communication. It uses discourse analysis as a method to understand the theoretical and practical side of business communication between businesspeople from different cultures. Moreover, it shows examples from morphology and syntax point of view. It shows the dynamics of these people and their ways of achieving a successful business transaction. The first goal of the analysis is to explore the linguistic features of business emails that lead to successful intercultural communication. The second goal is to show how business communication can vary based on the cultural background of the people using it. Furthermore, the analysis shows how people can negotiate, solve problems and build relationships. It compares email threads involving entities from the Czech Republic, the United Kingdom, India, and the United Arab Emirates. Lastly, it shows the significance of cultural awareness and mutual respect in international business.

## **I. THEORY**

## 1 BUSINESS COMMUNICATION

Business communication is a key part of how companies, entrepreneurs and people communicate in order to satisfy their supply or demand. It involves sharing ideas, solving problems, and making decisions. The field has changed considerably because of the way businesses operate in different countries. Therefore, it is important to understand different communication styles and behaviours in different cultures. (Bargiela-Chiappini 2009, 1) The expressions and phrases used in business can have different meanings in different cultural contexts, which is an important aspect to consider when comparing communication between two nationalities. (Malyuga & Orlova 2018, 1) Technology has also changed business communication by making it easier to connect with people around the world.

Knowing how to effectively communicate in this diverse and technologically advanced world of business is crucial. In the past, it was customary for people to write letters and go to face-to-face meetings only. Now, they use emails and video calls, which helps people from different countries work together. Also, with the unendingly growing popularity of social media and the internet, people are gathering in the virtual world to do anything and everything, and businesses should follow if they want to grab their potential customer's attention. However, it also brings new challenges because people from different cultures talk and behave differently. (Bargiela-Chiappini 2009, 2)

In business communication, it is also important to understand the role of non-verbal cues, such as body language and tone of voice. These can vary greatly between cultures and can impact how messages are received and interpreted (Kecskes 2014, 23) Moreover, the structure and organisation of communication in business setting are critical. This includes how meetings are conducted, how decisions are communicated, and the level of formality being used in various types of situations. (Bargiela-Chiappini 2009, 2) Adapting to these differences is crucial for international business success and building relationships across cultures.

### 1.1 Business communication – from paper to screen

In recent decades, there has been a significant transition from traditional paper-based communication to electronic mail and other digital communication forms. This shift has led to extensive linguistic research on the unique aspects of electronic communication. (Mautner et al. 2017, 153) For example, some linguists are delving into how technology has changed email styles, while others are looking into how the language, we use at work can depend on the company culture. Moreover, there has been a shift to looking at how businesses

communicate through different media types, like how websites use text and images. This whole idea is called multimodality, and it is a leap from handwritten letters to now, where online ads and websites use a mix of text, images, and even sound to win people's attention. (Bargiela-Chiappini et al. 2013, 58) Business letters or emails typically aim to deliver specific information or influence certain actions like announcing a policy change or prompting a customer purchase. Business communication is used to achieve definite, measurable goals with a particular audience and is often written in Business English. (Mautner et al. 2017, 154)

While business letters have a long history, dating back to clay tablets from 2,200 B.C., the exact origin of the first business email needs to be clarified. It likely followed soon after Ray Tomlinson sent the first electronic message in 1971. Email communication has gradually replaced traditional letters. (Mautner et al. 2017, 154)

Email allows the sending of messages between people over the internet. To use email, one needs internet access and email software which is typically pre-installed on modern computers and enables users to write, send, receive, and read emails. Email offers numerous advantages. It is personal, user-friendly, and efficient for companies and their international communication with other entities. It is ideal for quick exchanges and everyday tasks like arranging meetings or sharing information. (Ashley 2010, 19) Emails can be accessible from anywhere via laptops, phones, tablets and other smart gadgets during travel. They support text, graphics, and spreadsheets, making organising and filing information easy. Emails are also protected via encryption. However, email has disadvantages, including technical issues that may prevent messages from being delivered or attachments from being opened. The ease of sending emails can lead to a flood of unnecessary spam, including junk mail, which wastes time. The text presentation in an email is usually less formal than a letter, and the signature at the end often includes contact details. Email software allows for the automatic addition of this signature to outgoing messages. (Ashley 2010, 20)

## **1.2 Language in intercultural business setting**

According to Brannen & Mughan, In the realm of intercultural business, examining language dynamics involves three key approaches influenced by sociolinguistics and cosmopolitanism: the monological lingua franca, monological multilingualism, and multilingual franca. The first focuses on a universal language ideal, suggesting a standard lingua franca for global communication. (2017, 176) The second approach values linguistic diversity, promoting the simultaneous use of various local languages. Both approaches,

despite their different views on globalization, view language as a static, uniform system. The third approach reflects on language as a continuously evolving activity, that is deeply rooted in sociopolitical contexts. (Brannen & Mughan 2017, 176) It emphasises the combination of global and local perspectives in language use including one's worldview. A worldview addresses four fundamental inquiries concerning humanity and the space surrounding us. A worldview consists of individuals' convictions about life and the world, embodying their fundamental beliefs about existence. Regardless of our background or the means by which we acquire knowledge, there is a universal drive to comprehend the world through our personal view. Our worldview is shaped by the narratives, customs, and recollections shared by our families and peers. These narratives about being and enduring provide us with a framework to interpret the world around us, offering a method to solve the intricacies of life. (Tuleja, 2017, 191-192) Research in intercultural business mainly explores the first two approaches. (Brannen & Mughan 2017, 176) Most language research in intercultural business adheres to the monological lingua franca model. This model focuses on a shared corporate language, which is usually English. Moreover, this approach is used to investigate various problems that arise when corporations face linguistic diversity. The model generally advocates for structured language policies that might include a standard language, recruitment of bilingual employees, and language training programs but it can sometimes overlook challenges of linguistic diversity, often perceiving it as an obstacle. (Brannen & Mughan 2017, 178)

Companies typically engage in three main types of task-related communication activities: management communications, marketing communications, and organisational communications. (Van Riel & Fombrun 2007, 14)

Management communication involves working through others, including planning, organising, coordinating, and controlling. Effective communication is essential for managers to persuade employees to align with organisational goals. This communication is not limited to top management; it is vital across all levels to develop a shared vision, build trust in leadership, manage change, and strengthen employee identification with the organisation. (Van Riel & Fombrun 2007, 15) While all management tiers must communicate effectively, top management, especially CEOs, play a crucial role in representing the organisation internally and externally. However, companies need something more than just relying on top management when it comes to communication. Communication specialists are necessary to enhance the effectiveness of management communication. These specialists differ from

occasional experts brought in to address specific issues; they are significant in solving communication problems regarding the whole organisation. (Van Riel & Fombrun 2007, 16)

Marketing communication involves supporting sales through advertising, sales promotion, direct mail, and sponsorship. Advertising is a key component, while personal selling is distinguished by its direct interaction with clients. Publicity, as part of marketing oriented public relations, is also a significant element. The budget for marketing communication, particularly advertising, is substantial and corporations tend to invest a big amount of money compared to other sections. (Van Riel & Fombrun 2007, 17)

Organisational communication includes public relations, investor relations, corporate advertising, and internal communication. It differs from marketing communication in its long-term perspective and formalistic style and is often initiated by external parties. Organisational communications focus on corporate audiences and do not aim directly at sales. The budgeting and impact of these communications are less clear than those of marketing communications. The field lacks an integrated view across different communication disciplines. To address this, the Reputation Institute was created to strengthen relationships between various communication and reputation management disciplines. (Van Riel & Fombrun 2007, 21)

### **1.3 Power dynamics and relationships in business communication**

Business communication experts consider language as an impactful tool, examining the dynamics of authority and hierarchy in corporate environments. One New Zealand study employing speech act theory examined how status and power are expressed through directives. It found that power dynamics are often downplayed through softened language and that female managers' preference for a collaborative management style appeared to empower lower-level staff. Previous research on language, gender, and power revealed that feminist perspectives in business communication have uncovered forms of gender bias, presenting women with difficult choices between professional life and family. (Bargiela-Chiappini et al. 2013, 24) However, contemporary research is shifting focus from gender differences and the impact they have on contextual factors in workplace communication. Research indicates considerable differences in communication methods, not only between genders but also among individuals within these groups. Recent research has also explored the influence of perceived power roles in workplace communication and shown that both men and women in managerial roles use similar communication strategies, such as imperatives and humour, to achieve their objectives. Moreover, some researchers also

expanded the discourse to include race and the decolonization of management discourse. (Bargiela-Chiappini et al. 2013, 26) Their work critiques underlying racial assumptions in organisational practices like recruitment and hiring, highlighting the need for a more inclusive understanding of diversity in workplace communication. (Bargiela-Chiappini et al. 2013, 26)

There are two types of people in the realm of business. The ones who are more deal-focused are mostly Western businesspeople, and the ones who are more relationship-focused are mostly Eastern businesspeople. (Gesteland 2002, 27) Regarding deal-focused transactions, people often mix business with pleasure, connecting over dinner, drinks, or sports. However, real bonding happens during negotiations as the parties work through the details of a deal. While people are keen to understand each other better before sealing any deal, this deeper knowledge can wait. They are more focused on discussing the fundamental things first, such as pricing, payment terms, product specifics, and delivery schedules, all critical to an international distribution deal. (Gesteland 2002, 27) The approach to building connections varies significantly across cultures and trust goes together with rapport everywhere. However, in some relationship focused societies, a personal connection is just as important as the business relationship which emphasises the importance of personal commitment. (Gesteland 2002, 28)

## 1.4 Summary

The first chapter introduces business communication and explores its role in business transactions by sharing ideas, solving problems, and making decisions. It discusses how globalisation and technological advancements have transformed business communication. (Bargiela-Chiappini 2009, 1) The chapter highlights the importance of considering cultural contexts in business language to avoid misinterpretation (Malyuga & Orlova 2018, 1). Furthermore, it describes the shift from traditional face-to-face meetings and letters to digital communication tools like emails, making international collaboration more accessible. (Bargiela-Chiappini 2009, 2) The chapter mentions language in intercultural business settings and focuses on universal lingua franca and the value of linguistic diversity (Brannen & Mughan 2017, 176). It also shows dynamics and relationships in business communication and includes how language can reflect and influence managerial styles and workplace diversity. (Bargiela-Chiappini et al. 2013, 24) Lastly, it contrasts deal-focused and relationship-focused communication strategies, which shows the importance of understanding cultural differences in international business. (Gesteland 2002, 27)



## 2 ENGLISH AS A LANGUAGE FOR BUSINESS COMMUNICATION

In today's modern society, how people interact across the world, overcoming social and cultural obstacles, shapes their social, cultural, and linguistic identities. Globalisation increases social interactions and shifts the importance of different languages. This change requires individuals to have a certain level of language skills. In this era of social and communication networks, the role of foreign languages is increasingly recognised as a unifying and stabilising factor for the evolving societies. (Malyuga & Orlova 2018, 8)

Historically, various languages have served as “common languages” or “lingua francas”, but current global status of English is unrivalled in its geographic reach and its diverse user base. The evolution of the English language is deeply connected to globalisation, defined as the process of changing societies by connecting activities across regions and continents. Globalisation is typically divided into three main phases: the first phase from 1492 to 1800, the second phase from 1800 to 2000, and the ongoing third phase. (Mautner et al. 2017, 321)

### 2.1 Popularisation of English

English became widely used during the second phase of globalisation, which occurred alongside the Industrial Revolution. This period was significant for international trade, and the use of English grew increasingly important for global business communication. Economic globalisation played a major role in establishing English as the primary language for international business, facilitating the spread of English-speaking cultures. (Mautner et al. 2017, 321) This spread often aligns with a hyperglobalist perspective, which suggests that Western business practices are becoming more uniform worldwide. Additionally, this view sees multinational corporations as significant influencers in government activities. This trend is connected to the idea of modern economic growth, which includes advancements in both material and social technology. (Mautner et al. 2017, 321)

Currently, in the ongoing third phase of globalisation, individuals using English are major contributors to its global expansion. (Mautner et al. 2017, 322) English has become central in international business, facilitating the exchange of goods, services, capital, and information. Individual speakers now play a crucial role in global communication channels, contributing to the formation of connected global communities where knowledge exchange is vital. English is essential in multinational business settings, affecting many business professionals' daily lives.

The concept of a global language and identification of its essential attributes was defined at the end of the last century, and it primarily acts as the main official language for the citizens of most countries. (Malyuga & Orlova 2018, 8) It also must hold official status in government, law, advertising, media, and education and be a primary foreign language for learners from other countries. Additionally, for a language to achieve this status, its country of origin must have a stable socioeconomic, political, and military environment. A global language spreads due to the favourable sociohistorical development of the country where it comes from, and its essential characteristics include being an official language in multiple countries, its use in governmental institutions where it is not the official language, its prioritization in educational systems, and its prevalent use in international negotiations. (Malyuga & Orlova 2018, 9)

## **2.2 The use of English in business settings**

In communication, discursive practices are shaped by socio and pragmalinguistic features. Communication is a reciprocal process between a sender and a receiver. The expectations and behaviours of these roles are determined by group norms, which can differ from a person's actual social status. (Malyuga & Orlova 2018, 12)

Professional discourse strategies are subjective and depend on the context, aiming for effective communication. The context includes the author and recipient's identities, aims, and cultural rules. The subjects of professional communication are diverse, including various organisations and individuals, each with their own understanding and expertise. In business discourse, senders and receivers of messages play their specific roles, while the receiver's expertise and intellectual capacity is crucial. Clarity, coherence, and transparency are essential in discourse, which should adhere to standard international business language. (Malyuga & Orlova 2018, 13) Professional language is shaped by social influences, with its content determining its functions, genres, and styles. It is affected by social transformations and interacts with the standard language. It is a sociolect within the language, serving specific social and professional groups. (Malyuga & Orlova 2018, 13)

Business English is used in two primary communication contexts: external communication by organisations with public or external stakeholders and communication within and between companies. The former typically follows a top-down corporate hierarchy in language, while the latter shows more variability, including informal use among employees. In international business, communication occurs in different zones based on the participants' language proficiency. (Mautner et al. 2017, 325) A common language may be

used to connect people from different zones, or mediators or translators might be used to bridge proficiency gaps in cases of limited language skills. The use of business English can be influenced by factors like the industry or a company's role within an international group, whether it is a parent company or a subsidiary. Some differentiate between its use in international versus global firms. In international companies, local languages are often used for most business purposes, while English is used for international dealings only. In contrast, global organisations use English as the sole working language, regardless of the linguistic context. (Mautner et al. 2017, 326) In transnational companies, English acts as a linking language, primarily used for communication with the global headquarters. For Business English users in international business settings, typically non-native speakers, English serves as a tool for interaction for different communities, involving parties with diverse languages and cultural backgrounds. (Mautner et al. 2017, 326)

It is crucial to tell apart between actions and methods that are being used to execute them. The actions might share more universal characteristics than the methods themselves. For example, as far as politeness goes, both English and Russian have linguistic tools provided by each language to express politeness. However, these linguistic tools vary significantly. If one language has fewer ways of expressing certain functions or features than another, it does not imply that its speakers are less sophisticated. For example, Russians express politeness differently than Americans, using the means appropriate to their cultural norms. (Kecskes 2014, 5) If the speakers of a particular language needed to evolve, the language would adapt with them, developing new ways to convey concepts like politeness. The influence of different languages on our thinking is not so much about what our language allows us to think but more about what it routinely encourages us to consider. This habitual aspect is something culture integrates into the use of language. Our interactions with the world and our experiences shape our thoughts and language. The aspects that are usually considered important by a language community will, in the end, find expression in their language. (Kecskes 2014, 6) However, this can work backwards as well because as the language evolves, it also places specific demands on its speakers. In the end, language acts as a vehicle through which we channel our ideas. (Kecskes 2014, 6)

As business communication grows beyond borders and their respective languages, it creates a problem regarding the language barrier. According to Bargiela-Chiappini (2009, 180), this can be resolved in four different ways. For example, a speaker from Germany and a speaker from the Czech Republic, they could either use German or Czech as a means of communication, or they could both use their mother tongues and lastly, they could decide to

speak English. (Bargiela-Chiappini 2009, 180) The usage of English in this scenario makes sense only if both speakers are sufficiently trained English speakers. And although this is the most common way of business communication, the preferred way to communicate business ideas is through the first two options, in which the Czech speaker accommodates for the German speaker by using German or vice versa. (Bargiela-Chiappini 2009, 180)

The analysis of the linguistic and cultural aspects of economic discourse is becoming increasingly popular in humanitarian research. (Malyuga & Orlova 2018, 11) People are making efforts to create more effective International Business Communication, especially by enriching its vocabulary with professional terminology and jargon, the unique syntax and the use of metaphors and cultural references. International professional business communication is a form of communication that focuses on specialised professional tasks, which are specific interactions with goals in mind that we find in socioeconomic contexts. (Malyuga & Orlova 2018, 11) Examples include religious, theatrical, or presidential discourse.

### **2.3 Summary**

The second chapter explores role of English in the global business landscape, emphasising its evolution and significance due to globalisation. It highlights English and its rise to being a dominant global language, especially during the second phase of globalisation in the era of Industrial Revolution. It influenced international trade and economic globalisation and solidified status of English as the primary language for international business. (Mautner et al. 2017, 321) The chapter further elaborates on the ongoing phase of globalisation, where individual English speakers significantly contribute to its global expansion. Furthermore, the use of Business English varies by industry, company's role within an international group, and whether the company is international or global. (Malyuga & Orlova 2018, 9) The chapter addresses the linguistic and cultural aspects of economic discourse in humanitarian research, emphasising the importance of enriching vocabulary with professional terminology and jargon for effective international business communication. (Mautner et al. 2017, 326) Lastly, professional discourse strategies are highlighted as subjective and context-dependent, aiming for clarity, coherence, and transparency. (Malyuga & Orlova 2018, 13)

### 3 CULTURE'S ROLE IN BUSINESS COMMUNICATION

Culture consists of social knowledge structures that are created by humans. Who then use these structures according to the demands, possibilities, and norms of specific situations. It is a system of shared beliefs, norms, values, customs, behaviours, and artefacts that society utilises to navigate language and interactions. A key aspect of culture is its uneven distribution across social or cultural group members. Not every group member adopts, experiences, or reflects their culture in the same way at all times and in all life situations. Similarly, the level of cultural identification can vary among members of the same group. (Kecskes 2014, 3) People engaged in intercultural communication often have knowledge of multiple languages. Regardless of the language they choose to express their thoughts, they face limitations and uniqueness in their expression due to their multilingual abilities. Language is not just a limiting factor but also a facilitator and something that can elevate the development of people's thoughts and ideas. It helps humans create thoughts, convert them into words, and provide different language options that help them form their ideas. (Kecskes 2014, 5)

Culture plays a significant role in shaping communication practices, particularly in business. Various factors such as socioeconomic changes, language policies, colonial legacies, and philosophical traditions contribute to the complex character of communication in business, particularly in specific geographic and historical localities. Language use in business settings significantly influenced places with colonial pasts, leading to unique linguistic scenarios. Language planning and interaction with socioeconomic factors are critical to understanding business communication in these regions. (Bargiela-Chiappini 2009, 5)

#### 3.1 Interculturality and cultural differences

Culture should be seen as something that changes and grows, not something that stays the same. This idea is called interculturality and it describes how culture is always in a process of creation and process of transformation when people from different cultures talk to each other. (Bargiela-Chiappini 2009, 6) There is a need to understand the specific cultural and situational context in business communication without stereotyping involved parties. Moreover, the role of self-awareness and reflexivity in the study of intercultural business communication is crucial. Researchers and practitioners must acknowledge and understand their own cultural biases and how these might affect their perception and interpretation of business practices across different cultures. (Bargiela-Chiappini 2009, 6)

There are some concepts that try to help people understand cultural differences. Paulston et. al. refers to high-context and low-context communication, a concept that anthropologist Edward T. Hall introduced. (2012, 390) High-context and low-context communication refer to the background information needed to understand a message. (Paulston et al. 2012, 390) In high-context communication, much of the meaning is derived from the surrounding context rather than the message itself. This type of communication is common in cultures that are not primarily Western European. (Paulston et al. 2012, 390) On the other hand, low-context communication involves messages where most of the information is explicitly stated. While high-context communication typically happens in non-Western cultures and intimate settings like family gatherings, low-context communication is becoming more common globally due to Western cultural influences and the want and need to help tourists. Indicators of low-context culture typically include signs and written instructions. However, in many high-context parts of the world, such guidance is rare, with locals relying more on cultural knowledge and less on signs. For instance, visitors in these regions might be met by a host to guide them, in contrast to cultures that rely more on signs. (Paulston et al. 2012, 390) The difference between high- and low-context communication is not just a product of urbanization or international travel, but also a deep-seated cultural characteristic. For example, small towns in the United States might have well-labelled streets and buildings, while even large cities like Tokyo often lack such clear markings, reflecting the high-context nature of Japanese culture. (Paulston et al. 2012, 390)

Regarding business contracts, the difference between high- and low-context communication is clear-cut. Western contracts are detailed, covering every possible contingency, and are legally binding once signed. High-context societies rely more on mutual understanding and trust, with contracts often being less formal and more flexible. The terms may be vague, allowing for adjustments as situations evolve. In these cultures, personal relationships and trust are paramount, often overshadowing the written document. (Paulston et al. 2012, 392) The concept of contracts is more central in cultures influenced by the Middle East, where business is synonymous with making deals. In contrast, cultures like the Chinese emphasise developing personal relationships in business, often based on family connections or mutual obligations. Therefore, managers in these cultures might agree to contracts to satisfy Western partners but may seek to alter terms, reflecting the dynamic nature of their business relationships. (Paulston et al. 2012, 392)

### 3.2 Summary

The third chapter explores culture as a construct that shapes interpersonal and business communication. Culture involves shared beliefs, norms, values, customs, behaviours, and artefacts, which individuals navigate and utilise differently within their social groups. This difference highlights how complex our cultural identities are and how they affect talking to each other, especially when people speak more than one language. (Kecskes 2014, 3-5) The chapter further highlights the influence of socioeconomic changes, language policies, colonial legacies, and philosophical traditions on business communication practices. The historical and geographical contexts, particularly those with colonial pasts, have led to different linguistic and communicative scenarios in business settings. (Bargiela-Chiappini 2009, 5) The chapter also introduced the concept of interculturality. This perspective challenges static views of culture and emphasises the importance of context-specific awareness and avoidance of stereotyping in business communication. Self-reflection and recognising one's cultural biases are crucial in studying and practising intercultural business communication. (Bargiela-Chiappini 2009, 6) The section 3.1 of the chapter is about high-context and low-context communication which shows the reliance on contextual clues versus explicit messages. (Paulston et al. 2012, 390) Lastly, the chapter shows cultural distinctions in business contracts and relationships between cultures. (Paulston et al. 2012, 392)

## 4 DISCOURSE ANALYSIS

In human communication, every word, gesture, and symbol matters. Discourse Analysis helps with understanding different intricacies including spoken written or hybridised forms. (Waring 2017, 7) It includes a wide range of approaches, including conversation analysis, interactional sociolinguistics, and critical discourse analysis. (Waring 2017, 4) It looks closely at how we use language and goes beyond just words to see how language affects our reality, society, and business relationships. According to Jones, Discourse Analysis looks at a language based on four principles (2012, 2). The ambiguity of language, meaning language is never fixed and is open to interpretation; the context of language, which means that its use and meaning is specific to certain situations; the social identity of language, meaning that the use of language reflects identities of its users, and combination of language, meaning that language is never used by itself and is always combined with facial expressions, tone of voice or visual elements in a text. (Jones 2012, 2) In the empirical part, the thesis will focus on context, structure, words and phrases, genre, field, tenor, mode, sender, and addressee of business emails.

### 4.1 Text, context, and discourse

Text is any set of meaningful words or sentences within a particular situation, and it is distinguished from random collections of linguistic items by texture and context. The texture, or the quality that makes a collection of words or sentences a text, comes from relationships among the words, sentences, or other elements within the text (cohesion), the relationship between the text and its reader or user informed by social conventions and situational context (coherence), and the text's connections to other texts in the world (intertextuality). Meaning in a text is created through choices among alternatives, and the context of these choices guides these choices, the relationships between them, and an awareness of language conventions. (Jones 2012, 6)

Context provides background information and refers to the surrounding elements that influence and give meaning to communication, particularly within specific discourse genres. (Gee & Handford 2012, 264)

In Halliday's context model, field, tenor, and mode are identified. These elements form the basis of how context influences language use and structure. (Jones 2012, 29) Field refers to the social action or activity taking place. It is about what is happening, the subject matter, or the topic being discussed. Tenor deals with the participants involved in the communication process, their roles, relationships, and the social dynamics between them. It



encompasses the nature of interactions, whether they are formal or informal, the status and power relations among the speakers, and how these relationships influence the language used. Mode focuses on the manner or means through which communication occurs, including the rhetorical or symbolic channels employed (e.g., spoken, written, visual language) and the role of language in the situation. (Jones 2012, 29)

Discourse involves the practical application of language combined with various forms of non-verbal communication, such as facial expressions, eye contact, gestures, objects, and environmental factors, to perform tasks, establish identities, and shape belief systems. (Waring 2017, 8) Discourse can be also seen as a text in some kind of context.

## **4.2 Cohesion, Coherence and Cohesive devices**

Cohesion appears in texts through two primary linguistic devices: grammatical and lexical cohesion. Grammatical cohesion is created by cohesive devices like conjunction, reference, substitution, and ellipsis. Lexical cohesion, on the other hand, involves using repeated words or words from the same semantic field, such as nouns, to link ideas across a text. (Jones 2012, 49) Cohesive devices are essential for establishing textuality, or the sense that a series of sentences form a coherent text rather than a random mix of words.

Conjunction (using connecting words like "and" or "but") guides readers to understand the relationship between clauses or sentences. Reference (using pronouns to refer back to previously mentioned subjects), substitution (replacing a word or phrase with another), and ellipsis (omitting parts of the text that are implied or understood from the context) require readers to look back to other parts of the text to grasp the whole meaning and knowing the context. There are three types of references: anaphoric, which relates to a text preceding this reference. The cataphoric reference relates to something we have yet to encounter in the text. Exophoric reference relates to something in a different text. (Waring 2017, 49; Jones 2012, 51)

Coherence makes a text more understandable as a whole. It ties together different parts to fit together well. It is shaped by the social rules and ideas of the community that created it, meaning what makes sense in one group might not in another. When someone creates a text, they choose specific ways to express their ideas so that everything connects smoothly, both within the text and with the world around them. This process involves deciding what to include or leave out, which is influenced by the creator's background and society. So, coherence not only depends on how well the parts of a text work together but also on how people interpret it, which can change based on who is reading or listening and their

understanding of the world. (Gee & Handford 2012, 36) Coherence involves making connections within a text and between the text and the wider world, reflecting both the creator's intent and the society's norms and values that influence the reader's interpretation. (Jones 2012, 53)

### **4.3 Speech acts and register**

The concept that language does more than convey information is elaborated in Speech Act Theory. (Waring 2017, 79) According to Gee & Handford speech act is any statement that becomes meaningful through engagement and acknowledgment within a given context. (2012, 230) The effectiveness and recognition of a speech act are dependent on felicity conditions, which are set criteria influenced by the social and historical norms. (Gee & Handford 2012, 230) This theory uses tools such as representatives, commissives, expressives, declarations, and directives. Representatives are speech acts where speakers communicate their beliefs or understandings about the world. This category includes actions like describing a scene, claiming a fact, or forming a hypothesis. Commissives involve speech acts that bind the speaker to future actions. Examples include promising to do something, offering help, or threatening a particular course of action. (Waring 2017, 83) Expressives are used to articulate the speaker's emotions or reactions, such as expressing gratitude, offering congratulations, or issuing an apology. Declarations are speech acts where the speaker's utterances have the power to change the situation in the world. A classic example is a judge declaring a verdict, which changes the defendant's legal status. Directives consist of speech acts where the speaker aims to influence someone else's actions, such as requesting help, inviting someone to an event, or advising them on a course of action. (Waring 2017, 83)

Register in discourse analysis examines how language usage varies among different types of texts linked to specific usage situations. (Gee & Handford 2012, 191) Register refers to the various manners in which language is utilised in different scenarios and considers aspects such as formality. (Jones 2012, 29)

### **4.4 Field, tenor and mode**

Gee & Handford refer to Halliday's model to analyse context based on a setting in which the text is situated. (2012, 210) Furthermore, he identified three critical social functions of language associated with the context of a situation. These functions are called field, tenor and mode. (Gee & Handford 2012, 210) Field describes the specific social activity or event

that occurs during the communication. Tenor covers who is involved in the communication and includes their roles and the nature of their relationships. Lastly, mode defines the method or means of communication that is used, for example, written or spoken.

#### **4.5 Face and face-threatening activities**

The concept of "face" is central to pragmatics and intercultural pragmatics and is described as the positive social value a person claims for themselves in a particular interaction. (Oliveira 2020, 58) It can also be seen as a self-image defined by socially approved attributes, and this concept was later improved, defining face as the public self-image everyone desires to maintain. (Oliveira 2020, 59) Brown and Levinson's Face-Threatening Acts (FTAs) and politeness analysed interactions in English that led to a refined understanding of face in social interactions, categorising it into negative and positive types. (Waring 2017, 132) In any social exchange, both the speaker and the listener might encounter challenges to their negative and positive faces. A speaker's negative face is at risk when they need to express gratitude, and their positive face is vulnerable when admitting a fault. Similarly, a listener's negative face is compromised when they are asked to do something, whereas their positive face is impacted by criticism. Actions like making requests, showing disapproval, expressing gratitude, or admitting mistakes are thus identified as FTAs. (Waring 2017, 132)

#### **4.6 Politeness and impoliteness**

The theory of politeness has evolved over time since 1987, leading to the development of the impoliteness theory. This theory now pursues two main directions. (Kecskes 2014, 201) The first is known as first-order and second-order politeness and impoliteness, where the former is rooted in the everyday understanding of politeness as recognised by various sociocultural groups, and the latter uses Gricean maxims and speech acts. This second order is more detailed and scientific than the first, viewing politeness in terms of facework or mitigating face-threatening acts. The discourse turn-taking, which is relevant in intercultural pragmatics, influences politeness. The second-order approach introduces a perspective where politeness and impoliteness are evolving constructs. (Kecskes 2014, 201) First-order politeness and impoliteness focus on analysis and the speakers' role in politeness or impoliteness on a discourse level. Recent developments in the field have explored impoliteness more in detail, proposing models that include both politeness and impoliteness

and blend individual and societal factors like genres, styles, and contexts. (Kecskes 2014, 202)

Individuals use politeness strategies in order to manage these FTAs, which can include deciding not to engage in the FTA at all. (Waring 2017, 133) These strategies fall under two categories in Brown and Levinson's theory: positive and negative politeness. Positive politeness involves strategies aimed at affirming relationships and commonalities, while negative politeness focuses on minimising impositions and acknowledging the listener. For example, a speaker might use negative politeness by beginning their request with an apology, mitigating the impact on the listener. On the other hand, positive politeness might be used when a speaker begins with a compliment before stating what they had on mind, in order to cushion the impact on the listener's self-esteem. The effectiveness of negative politeness strategies proved to be better, particularly in providing reasons, for maintaining customer relations, as opposed to positive politeness strategies like compliments, which may not be as effective. (Waring 2017, 134) While this theory has been presented as universal, other researchers shown that there are nuances within particular cultures. (Oliveira 2020, 59) For example, Mautner et al. mentions how it is completely normal and polite for Russians to not apologise if they miss their appointments because of illness which would infuriate Austrians. (2017, 230)

#### **4.7 Summary**

The fourth chapter explores Discourse Analysis, a method for examining communication that looks at words, gestures, and symbols to understand their meaning in human interaction. It focuses on the context of language and social identity to convey meaning. (Waring 2017, 4, 7; Jones 2012, 2) The chapter describes text as any meaningful communication within a specific situation. This includes cohesion, coherence, and intertextuality. Context describes the background information and surrounding elements that give meaning to communication, influenced by factors like field, tenor, and the mode of communication. (Jones 2012, 6; Gee & Handford 2012, 264; Jones 2012, 29) Face, the social value a person claims in interactions, has a key role in communication. The chapter goes through how interactions can threaten this social value. Moreover, these interactions introduce the use of politeness strategies in communication to manage potential face-threatening acts (FTAs). (Oliveira 2020, 58-59; Waring 2017, 132)

## **II. ANALYSIS**

## **5 METHODOLOGY**

The empirical part of this thesis is dedicated to breaking down the business email exchanges between two individuals from different countries who use English as a means of communication. The names of the individuals have been altered to preserve confidentiality, and additional information has been anonymised or changed to ensure confidentiality and respect for privacy. The communication and business interactions between two cultures that aim for successful collaboration are at the forefront. English serves as the common language for these conversations and presents its role as a global lingua franca in practical business contexts. This part uses discourse analysis as a method to study the international business communication from the linguistic perspective. It also integrates theoretical insights from the theoretical part of this thesis.

### **5.1 The goal of the analysis**

The analysis aims to provide an insight into business communication between different cultures. The analysis will apply theoretical information gained from literature to real-life conversations. It aims to analyse the participants' communication styles as well as the linguistic features of the exchanges by breaking down the conversations. Moreover, the analysis showcases the role of English as a language for intercultural business communication for native and non-native speakers and their business partners.

Analysing these interactions from a perspective that includes high-context and low-context communication styles brings an angle that provides a preview of the cultural differences of the participants. The analysis also hopes to describe the dynamics of the participants by summarising the entire conversation. This approach shows that even though some aspects of these conversations remain the same, the conversations have nuance, and every conversation brings new variations.

The analysis will also emphasise that successful intercultural business communication requires an awareness of cultural biases and willingness to adapt to the cultural norms and expectations.

## 6 ANALYSIS OF EMAIL THREAD 1

The first email communication concerns a Czech customer, Jiří Novák, who bought goods from a company located in the United Kingdom and encountered a problem with customs. In search of a resolution, Novák contacted the supplier's support via email and got into contact with a representative named Olivia, who assisted in addressing and resolving the customs-related problem. This communication is relatively concise, and the problem was resolved in six emails over eleven days. The entire communication can be found in Appendix A.

### 6.1 Dynamics of the communication

Jiří started communicating in English right away in the first email. He did not even try Czech and used English as a default with the UK-based company's support team. This shows global reach of English and its role in international trade and communication. On the other hand, it makes sense because Jiří encountered a problem where the goods he already paid for could not reach him; therefore, assuming English would lead to the quickest and easiest resolution was correct.

Jiří's initial contact is direct. He seeks a specific solution to a problem which is a characteristic of low-context communication. Olivia responds with options for resolving the issue and she clearly shows her problem-solving initiative and customer service skills which are essential in business communication. She apologises for the inconvenience and understands the need to maintain a positive customer relationship when faced with this logistical challenge. For illustration see example (1).

- (1) a. *Apologies for the delay with this package.*
- b. *We are really sorry about this problem!*

The follow-up emails 3 and 4 show both parties' willingness to cooperate. Jiří chooses to pay the customs fee, and Olivia expresses gratitude for Jiří's decision. This exchange shows the importance of flexibility and mutual support in business communications when navigating unexpected problems.

In the fifth and sixth emails, Jiří informs Olivia of the customs fee, and Olivia confirms the refund. Overall, this interaction reflects a successful intercultural exchange. Jiří's polite updates and Olivia's actions to mend the situation show effective intercultural business communication. Both sides show mutual respect and understanding, which go beyond their

cultural differences. The interaction reflects insights into cultural dynamics in business communication, as described in chapter 3. It shows how interculturality can result in positive outcomes despite potential cultural differences.

## 6.2 Discourse Analysis

In this situation, the emails address a specific issue, the invalid code, resulting in customs fees. This situation requires resolution to ensure customer satisfaction. The primary goal is to solve a customs problem affecting Jiří's order. The secondary objective includes maintaining good customer relations and ensuring clear communication about the process and solutions.

Speech acts used in the emails are directives (2a), expressives (2b), and commissives (2c), as shown in the examples below. Jiří's messages request action and express thanks, while Olivia's responses provide information, offer solutions, and express apologies and gratitude.

- (2) a. *Can you provide me with this code again please?* (request)
- b. *We are sorry to have to ask you to do this but we thank you for your understanding!* (apology)
- c. *We have a couple options; you can pay the customs fee to release the package and we will reimburse you - or the package will be returned to us where it can be re-sent out for you as an express shipment with all duties paid.* (offer)

The register of this exchange falls into the category of business since it is a form of transactional business communication focused on problem-solving within a customer service context, and the communication is informal. Olivia uses *Hi Jiří* as a greeting instead of something like a *Dear Mr. Novák* or *Dear Jiří*. She also does not provide Jiří with her last name. Jiří starts with *Hello* because, at first, he does not know who he is contacting, and after Olivia's response, he adapts and starts his emails with *Hello Olivia*. The structure of the emails, including the greeting, body, and closing, looks standard.

The mode of this communication is written because emails are written electronic messages. The emails serve as a record of the interaction which provides clarity and a traceable history of the company's response to the issue. The field of this exchange is business or business communication. The vocabulary used to identify this field could include words or phrases like *refunded*, *document from customs*, *fee*, *pay*, and *reimburse*. The tenor



of communication is goal-oriented, focusing mainly on customer satisfaction and problem resolution.

The emails are cohesive, with a clear and chronological progression from problem identification to resolution. Lexical cohesion is achieved through repeated terms related to the transaction (e.g., *customs fee, package, refund*), and coherence is achieved through the logical flow and relevance of each message to the ongoing situation.

Olivia's apologies and offers reflect strategies to mitigate face-threatening acts (FTAs), using negative politeness strategies by acknowledging potential inconvenience and seeking to minimise imposition on Jiří. Jiří expresses thanks for employing positive politeness which might strengthen the business relationship.

### **6.3 Summary**

The first email thread analysis is about communication between Jiří Novák, a Czech customer, and Olivia, a representative of a United Kingdom-based company, regarding a customs issue with Jiří's order. The exchange is an example of English as the lingua franca for international trade and communication with both parties using it to provide a quick and effective resolution to the problem. Jiří's direct approach and request for a solution is an example of low-context communication, aiming for clarity and efficiency. Olivia's problem-solving, options for resolution, and apologies show customer service skills and the importance of maintaining positive customer relations. Both of them show mutual respect which leads to positive experience in this intercultural exchange. The dynamics are followed by a text analysis that discusses aspects of the linguistics of this communication thread.

## 7 ANALYSIS OF EMAIL THREAD 2

The second email communication concerns an Indian customer, Reyansh Jai and a Czech sales representative, Tomáš Novák. This communication is an extensive example of a business relationship with a customer, which resulted in a two-month back-and-forth communication. The entire communication can be found in Appendix B.

### 7.1 Dynamics of the communication

The communication starts with Reyansh's initiation. He introduces himself and the company he works for and continues with a request for an inquiry, in which he sets a professional tone and states his needs. Tomáš responds, acknowledges the request and promises to send availability and pricing as soon as possible. Later, Tomáš provides a detailed offer with availability and pricing as promised. Tomáš's response in emails 2 and 3 shows his customer-oriented and efficient approach.

In emails 4-9, they specify to each other logistic details. Reyansh wants to confirm the specifications of the alternators, as well as the dimensions and weight for shipping. Furthermore, in email 10, Reyansh asks for a proforma invoice, including *C&F New Delhi*, for which Tomáš asks for clarification in email 11. Reyansh clarifies this term in the following email as *Cost and FedEx freight to New Delhi*.

In email 13, Tomáš provides the proforma invoice and updates Reyansh on the stock availability, after which Reyansh asks about the country of origin and gross weight for customs purposes, and Tomáš confirms these details. In emails 18-21, Reyansh asks Tomáš to prepare the proforma invoice in a specific format required for imports to India. Tomáš accommodates this request, which shows his customer-oriented skills.

Emails 22 and 23 show Reyansh's request for a scanned copy of the proforma invoice printed on the company's letterhead for banking purposes, which Tomas explains is not possible due to their invoicing system. This exchange shows the challenges that companies might encounter in different systems. Afterwards, Reyansh informs Tomáš about the payment of alternators and asks Tomáš about details for the invoice and the arrival of the remaining stock. In emails 26 and 27, there is a focus on ensuring that the invoice sent by Reyansh is used only for shipment, and Tomáš confirms this information and informs about weight and dimensions. In emails 28-32, there is a five-day back and forth about the delay in payment from Reyansh's side. Tomáš shows concern over this delay's impact on shipping, and Reyansh explains that the delays result from local holidays and elections. This exchange shows the impact of external factors on their international business exchange.

The following exchange takes around twelve days and is mainly about the payment delay. Tomáš shows signs of concern again but remains professional, and Reyansh asks for patience while he tries to resolve the issues with his local bank. Tomáš then expresses growing impatience and the potential order cancellation due to the prolonged delay. In email 39, Reyansh explains the banking issue that caused the delay. After this, Tomáš highlighted the urgency to resolve this issue since he has pressure coming from management. In emails 42 and 43, Reyansh informs Tomáš of a potential resolution coming the next week and asks for patience, and Tomáš agrees to wait until the end of the week. This exchange shows Tomáš's willingness to accommodate Reyansh's efforts but also sets a clear deadline.

Tomáš reached out to Reyansh for updates in email 44, but he did not reply for a few days because he was on leave. After that, Reyansh explained the attempt to complete the payment through a different bank and showed effort in resolving the issue. He also requested freight charges again because the payment problems lasted a long time. Tomáš provides updated charges, and Reyansh promises that the payment will be processed in 2 days. In emails 49-54, the conversation continues with a significant growth in frustration from Tomáš's side because the payment, which he anticipated, did not come through again. Reyansh tries to reassure him by promising that the payment will be made the following week. Tomáš thanks him for the reply and wishes him a nice holiday.

Tomáš then resumes the conversation after ten days and asks about payment status, wanting to resolve the payment delay. The next day, he sends a reminder, and after no message, he expresses his frustration and lack of payment. Reyansh explains his absence due to sickness and tells Tomáš that he is committed to resolving the issue and requests one more week. In email 60, Tomáš sets a final deadline for the payment as a warning. Reyansh then requests a reconfirmation of freight charges and a revised proforma invoice if they differ. Tomáš confirms that charges remain the same and informs about the preparation of documentation to finalise the transaction. This is followed by an exchange of proforma invoice details, which Tomáš then sends signed and stamped.

In email 67, Reyansh requests Tomáš's bank information to ensure the payment goes through, after which Tomáš asks if everything went as it was supposed to, and Reyansh confirms. Tomáš also requests a confirmation of the payment. Tomáš then confirms receipt of the payment and indicates the next steps involve preparing shipping documents and finalising the invoice, ensuring all necessary documentation accompanies the shipment. Then, he provided shipping documents and the invoice for the shipment, with Reyansh

confirming the invoice was satisfactory. This exchange marks the operational completion of the transaction, with the shipment ready to proceed.

## 7.2 Discourse Analysis

This situation involves a business email exchange involving product inquiry, order confirmation, solving logistics, and payment difficulties.

Speech acts used in the emails are directives (3a), commissives (3b), and expressives (3c), as shown in the examples below. Reyansh's emails often request specific actions from Tomáš, such as updating freight charges or confirming bank details. Tomáš frequently expresses concern and urgency regarding the delayed payment, as well as gratitude after receiving updates. Both parties are dedicated to the exchange, with Reyansh promising payment and Tomáš ensuring goods reservation.

- (3) a. *Could you please double check if everything went well in bank?* (request)
- b. *Sorry for the inconvenience.* (apology)
- c. *Payment shall be done by next week.* (promise)

The register remains formal and business-oriented throughout the communication. However, both parties occasionally adopt a slightly less formal tone to foster a sense of cooperation and understanding (e.g. Tomáš's use of *ASAP* or their use of first names and direct communication style). Throughout the email exchange, both parties use polite formalities ("*Dear Mr.*" and "*Best Regards*") and express appreciation for each other's responses, which creates a positive negotiation atmosphere.

The text has a significant use of modal verbs to add politeness. For example, *Could you please let me know if you managed to send payment?* in email 69. This type of sentence is more polite than simply saying *Send me the payment confirmation*. The use of passive voice throughout the text makes the statements less direct and sometimes more formal, which can be used to maintain politeness even when frustrated. For example, *Payment shall be processed in 2 days*. In email 48, where the use of passive voice removes the active subject, the company making the payment.

The mode of this communication is written. The field is explicitly business communication, focusing on international sales and transactions. Vocabulary specific to finance, logistics, and international commerce, such as Proforma Invoice, gross weight, and freight charges, are frequent. The tenor of the communication is goal-oriented, with a clear

focus on resolving the payment issue to complete the transaction. The dialogue also shows tension due to the payment delay, which is mitigated by efforts from both sides to maintain a respectful and cooperative interaction.

The email exchange is cohesive and coherent, with a chronological progression from inquiry and order placement to addressing payment delays and finalising shipment details. Lexical cohesion is maintained by consistently using specific terms related to the transaction. At the same time, coherence is achieved through the focused narrative on resolving the payment issue and preparing for shipment. There are also anaphoric references when Tomáš refers to the status of the payment which was delayed.

Politeness strategies were used throughout the text. For example, Tomáš frequently employs negative politeness strategies when respectfully requesting updates and expressing understanding of the complications involved. Reyansh uses positive politeness in his assurances and expressions of gratitude for Tomáš's patience, aiming to affirm their relationship and cooperation.

A distinction is made in the third chapter, focusing on deal-focused (Western) and relationship-focused (Eastern) businesspeople, that can provide a comparison of this exchange. Reyansh's and Jiří's initial communications show a mix of these approaches, where the immediate transactional details (e.g. pricing, availability, logistics) are discussed upfront. However, there is an emphasis on building and maintaining rapport and trust, which strengthen long-term business relationships. Similarly, some emails may highlight the use of high-context and low-context communication styles. For example, Reyansh's detailed explanations and the need for specific invoice formats may reflect a high-context approach. (e.g. *C&F New Delhi*). Tomáš's requests were more explicit and direct, which is indicative of a low-context communication style that is more common in the West. However, they recognise and adapt to their own cultural biases and those of their counterparts to ensure clear communication and transaction success, for example, Tomáš's initial understanding of the payment delay due to holidays and festivals in India. They also focus on clarifying misunderstandings and trying to reach a mutual agreement (4a, 4b).

- (4) a. *Please note that you should use the Invoice send by us only for the shipment. Otherwise it will be difficult to clear the shipment in India.*
- b. *I confirm that we will use invoice which you will send us on shipment.*

### **7.3 Summary**

The second email thread analysis concerns a two-month email communication between Reyansh Jai, an Indian customer, and Tomáš Novák, a Czech sales representative. This analysis shows the development of a relationship with a repeat customer and the process of solving negotiation, logistics, and payment challenges. The dynamics of this exchange are followed by a text analysis that discusses aspects of linguistics.

### **7.4 Analysis and discussion**

Comparing the analyses of the email exchanges between Jiří Novák and Olivia and Tomáš Svoboda and Reyansh Jai shows common themes and distinctive characteristics of international business communication. This comparison shows how the two intercultural communication styles were similar or different. Each exchange reflects an awareness and accommodation of potential cultural differences. The interactions demonstrate how business professionals handle cultural norms and communication to achieve mutual goals.

Each exchange involves negotiation and problem-solving but focuses on different aspects. With Jiří and Olivia, the exchange revolves around a customs issue related to an order caused by a postal service. It pointed out how crucial customer service is even after the purchase and showed quick problem-solving from Olivia, who acted professionally.

On the other hand, Tomáš and Reyansh's conversation revolves around the entire purchase process. Starting from the initial inquiry, the exchange of logistical information to complicated payment delays which showed the problems that could arise from an international business exchange.

Both exchanges are conducted in English, representing its role as a lingua franca in intercultural business communication. The choice of language facilitates communication between parties from different linguistic and cultural backgrounds. Both conversations maintain a formal register appropriate for business communication. The same speech acts are used in both exchanges, and strategies for maintaining politeness, such as using modal verbs for polite requests, apologies and expressions of gratitude. For example, Olivia's use of apologies and offers to Jiří and Tomáš's patience and direct but respectful inquiries to Reyansh show a preference for collaboration.

## 8 ANALYSIS OF EMAIL THREAD 3

The third email communication concerns Tomáš from the same company in email thread 2 and his repeat customer from the United Arab Emirates. The conversation only consists of seventeen emails over twenty days. However, it is quite different because Tomáš encounters being in a conversation with two people from the customer's company. The entire communication can be found in Appendix C.

### 8.1 Dynamics of the communication

The conversation is between Tomáš, representing a Czech company, and representatives from a UAE-based company, primarily Saif Khan and later Hessa Thani. In the first email, Saif Khan initiated the conversation by requesting a quote on specific starter motors in which he showed a straightforward approach. However, he did not forget to say hi from Rashid, a colleague who had previously communicated with Tomáš.

Tomáš responds with an offer that includes pricing, availability and payment terms. Moreover, he shows flexibility and offers an alternative for faster delivery at a higher price if needed. Saif then responds after seven days and shows interest in the faster alternative. Tomáš acknowledges the order, sends a proforma invoice, and asks for a payment confirmation from Saif's bank. Tomáš then shows a proactive approach when he reminds Saif about the payment confirmation to ensure a smooth transaction. After Tomáš's reminders, he gets a message from Hessa, who, as a sales coordinator, confirms the payment, by which she shows efficient progress in the transaction. Tomáš thanks Hessa for her reply and assures her that he will inform her when their package is ready. Hessa then proactively asks about the progress with the package, and Tomáš positively responds with shipment dimensions, weight, and pickup address.

The exchange then continues with four emails regarding the shipment, in which Saif chimes in about logistical details, presumably helping Hessa with the logistics. Tomáš shows in this exchange his willingness to help them by driving the package to the nearby city because the postal service his customer wants does not do pickups at Tomáš's location.

The exchange ends with Hessa politely asking Tomáš about the Tax Invoice, after which Tomáš clarifies the situation.

### 8.2 Discourse analysis

Some of the linguistic aspects remain the same, for example, speech acts, register, tenor, and mode. Moreover, modal verbs and passive voice constructions add layers of politeness and

formality. For example, *Could you please send me the shipping label?* employs a modal verb for a request, and passive constructions are used to depersonalise actions.

What could not be seen in the previous communication is, for example, the use of emoticons, which Hessa introduced in her last message to Tomáš. Moreover, Tomáš's adaptability to speaking to a different person without any problem; he even adapted to the specific greetings of each representative (e.g. Hessa's use of *Good day* or *Hello* and Saif's use of *Dear Tomas*).

In this conversation, there is the best showcase of the need to maintain a positive relationship from Saif's side as he starts the entire communication with a greeting from someone else. A tactic like this shows how the use of positive politeness might have positive outcomes for a potential future business transaction.

### **8.3 Summary**

The third email thread analysis concerns a business email communication between Tomáš, a Czech company representative, and his UAE-based repeat customers, primarily Saif Khan, followed by Hessa Thani. This exchange underlines the importance of maintaining positive relationships in business communications.



## CONCLUSION

To conclude, this bachelor's thesis, in the theoretical part, presented business communication in today's globalised world. It provided information about technological advancements, power dynamics and relationships in business settings, and the worldwide adoption of English as a lingua franca in the business world. It argued that apart from having language proficiency, it is also beneficial to understand cultural nuances across different cultural backgrounds. It presented the role of culture in business communication and the idea of interculturality with the concepts of high-context and low-context communication. Furthermore, it offered information about discourse analysis and its concepts, such as text, context, discourse, cohesion, and coherence. Moreover, the concept of face and face-threatening activities alongside politeness and impoliteness was discussed in the practical analysis of business emails of the thesis.

The practical analysis, through discourse analysis of email exchanges, showed how business professionals from different cultural backgrounds handled the challenges and opportunities presented by international communication. It displayed that successful business transactions depend on linguistics, understanding cultural contexts, anticipating cultural misunderstandings, and mutual respect. The cases involving interactions between the Czech Republic, the United Kingdom, India, and the United Arab Emirates have provided concrete examples of how business communication varies across cultures. These examples have shown successful business relationships despite some difficulties (Email thread 2). Lastly, the thesis emphasised the need for businesspeople to develop skills other than just a language for prosperous transactions with their foreign counterparts.

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## **LIST OF ABBREVIATIONS**

- ASAP As soon as possible  
B.C. Before Christ  
CEO Chief Executive Officer  
FTA Face Threatening Activity

## **APPENDICES**

Appendix A      Email thread 1

Appendix B      Email thread 2

Appendix C      Email thread 3

## **APPENDIX A – EMAIL THREAD 1**

### **Email 1)**

Hello,

I have received an email regarding my #6677 order from customs where they told me that the IOSS code for my package is invalid. Can you provide me with this code again please?

Thank you,

Jiří Novák

### **Email 2)**

Hi Jiri,

Apologies for the delay with this package. We've had an issue with Deutsche Post which has now been amended, however unfortunately your package was affected. It seems to be a customs issue which is the problem.. We have a couple options; you can pay the customs fee to release the package and we will reimburse you - or the package will be returned to us where it can be re-sent out for you as an express shipment with all duties paid.

We are really sorry about this problem!

Please let me know what you'd like to do,

Olivia

### **Email 3)**

Hello Olivia,

Thank you for your response. I will pay the fee and as soon as I know how much it is I will inform you.

Have a nice day,

Jiří

**Email 4)**

Hi Jiri,

We are sorry to have to ask you to do this but we thank you for your understanding! Please let me know if you have any issues with this.

Speak soon,

Olivia

**Email 5)**

Hello Olivia,

The package finally arrived today and the fee was 777 Czech crowns. I also put the document from customs in the attachment.

Thank you and have a nice day,

Jiří

**Email 6)**

Hi Jiří,

Thanks for your email, I'm really glad that's reached ok in the end! I have just refunded that amount for you from your original order - you should have an email notification of this imminently.

Have a great day,

Olivia



## **APPENDIX B – EMAIL THREAD 2**

### **Email 1)**

Dear Mr. Tomas Svoboda,

We are importer/trader of Automotive Spare Parts located in New Delhi, India. Myself Reyansh Jai, incharge of import purchase. We have an inquiry for the following. Please revert with your best offer and availability.

21289221 (A4TA8691AM) – Alternator - Brand – Bosh x 20Nos

Hope to hear from you soon.

With Best Regards

Reyansh Jai

Name of the company.

### **Email 2)**

Dear Mr. Reyansh Jai,

Thank you for your request. I will send you availability and pricing as soon as possible.

Thank you.

Best regards

Tomas Svoboda

Name and address of the company.

Phone number and email address.

**Email 3)**

Dear Sir,

I am back with availability and pricing and I have good news, we managed to get better price for you. Please check our offer bellow.

Our offer for 20pcs of alternator Bosh A4TA8691AM:

Price: 247,-EUR/pc

Availability: in stock

Brand: Bosh

Terms of payment: proforma invoice

Please note that price is without delivery. I can check delivery price for you, but I will need your delivery address.

Thank you.

Best regards

Tomas Svoboda

Name and address of the company.

Phone number and email address.

**Email 4)**

Dear Mr. Tomas Svoboda,

Please find our address below.

NAME OF THE COMPANY

ADDRESS OF THE COMPANY

Attached the Voltage and Amps of the Alternator. Please confirm the price quoted for the Alternator meet the same configurations.

With Best Regards

Reyansh Jai

Name of the company.

**Email 5)**

Dear Reyansh Jai,

Thank you for your reply.

I have checked delivery price with FedEx and it is 291€ (7 work days).

Yes I confirm that alternator is 120A 24V. I think that we already sold 2pcs to your company in past. You can check pictures of alternator bellow.

Thank you.

Best regards

Tomas Svoboda

**Email 6)**

Dear Mr. Tomas Svoboda,

Please mail us the dimension of boxes, total number of boxes and Gross Weight for 20Nos Alternators. Need the exact location of pick up also.

With Best Regards

Reyansh Jai

Name of the company.

Address of the company.

**Email 7)**

Dear Reyansh,

Thank you for your reply. All 20pcs should be in one box on pallet. Gross weight 167 kg.

Pick up address:

Name of the company

Address of the company

Czech republic

Please let me know if you want order and I will prepare proforma invoice for you.

Thank you.

Best regards

Tomas Svoboda

Name and address of the company.

Phone number and email address.

**Email 8)**

Dear Mr. Tomas,

Please give the dimension of the box.

With Best Regards

Reyansh Jai

Name of the company.

Address of the company.

**Email 9)**

Dear Reyansh,

Dimensions would be around: 120x80x75 cm, but we will have exact dimensions when shipment will be ready.

We have national holiday in our country today, so I won't be able to give you more information.

Thank you.

Best regards

Tomas Svoboda

Name and address of the company.

Phone number and email address.

**Email 10)**

Dear Mr. Tomas,

Please issue Proforma Invoice "C&F New Delhi" for 20Nos A4TA8691AM – Bosh brand alternators.

With Best Regards

Reyansh Jai

Name of the company.

Address of the company.

**Email 11)**

Dear Reyansh,

Thank you for your order. I will prepare proforma invoice for 20pcs of Bosh alternators A4TA8691AM. Could you please let me know what do you mean by “C&F New Delhi”? Also please let me know if you will pick up good by your forwarder or if you want me to order FedEx as I checked delivery price for you.

Thank you.

Best regards

Tomas Svoboda

Name and address of the company.

Phone number and email address.

**Email 12)**

Dear Mr. Tomas,

Please prepare Proforma Invoice including the Cost and FedEx freight to New Delhi. The Alternators has to be booked and shipped from your side thru FedEx. You can show the total cost and freight charges separate and the Total Euro inclusive of Cost and Freight in the Proforma.

With Best Regards

Reyansh Jai

Name of the company.

Address of the company.

**Email 13)**

Dear Reyansh,

Thank you for your reply. You can find proforma invoice in attachment. Important notice – please make sure to choose OUR when choosing bank fees, otherwise we will not receive full amount.

I would also like to inform you that I have checked our stock and we have currently 6pcs in stock, but remaining 14pcs will arrive this Wednesday, so FedEx will pick it up at Thursday. Your order is reserved in system and I will keep you informed.

Thank you.

Best regards

Tomas Svoboda

Name and address of the company.

Phone number and email address.

**Email 14)**

Dear Mr. Tomas,

What is the Country of Origin of Alternators ? The Gross Weight as per your PI is 152kgs and the total No. of Package is 1 and it is pallet I hope. Please confirm.

With Best Regards

Reyansh Jai

Name of the company.

Address of the company.

**Email 15)**

Dear Mr. Reyansh,

Country of origin is Japan. Weight on PI is only netto weight of alternators which is from catalogue. Gross weight will be higher. Yes it will be 1 pallet.

Thank you.

Best regards

Tomas Svoboda

Name and address of the company.

Phone number and email address.

**Email 16)**

Dear Mr. Tomas,

Need Gross Weight of the shipment and reconfirm the freight charges with Fedex for door delivery at New Delhi giving the Gross Weight and Pallet dimensions. Attached please find excel of Proforma Invoice which you can print on your letter head, sign/stamp and send us. Please change the Gross Weight accordingly.

With Best Regards

Reyansh Jai

Name of the company.

Address of the company.

**Email 17)**

Dear Reyansh,

Thank you for your reply. We will have exact weight and dimensions when we will have all alternators here, but based on our calculations we requested delivery to New Delhi, India by FedEx and it is 291,-EUR. You can be sure that we will not change it. Exact dimensions and weight will be in shipping documents by FedEx and I can also add it to invoice later.



Thank you.

Best regards

Tomas Svoboda

Name and address of the company.

Phone number and email address.

**Email 18)**

Dear Mr. Tomas,

Please print the attached Proforma Invoice on your letter head, sign/stamp and mail back to us.

With Best Regards

Reyansh Jai

Name of the company.

Address of the company.

**Email 19)**

Dear Mr. Reyansh,

I already sended you signed and stamped proforma invoice. You can find it in attachment.

Best regards

Tomas Svoboda

Name and address of the company.

Phone number and email address.

**Email 20)**

Dear Mr. Tomas,

We need the Proforma Invoice in attached format as this is the standard format of Invoice/Proforma Invoice for imports to India.

With Best Regards

Reyansh Jai

Name of the company.

Address of the company.

**Email 21)**

Dear Mr. Reyansh,

You can find signed and stamped PI in your format in attachment.

Thank you.

Best regards

Tomas Svoboda

**Email 22)**

Dear Mr. Tomas,

Please print this on your letter head, send a scanned pdf copy. Attach it to the mail. We have to submit to the bank for payment.

With Best Regards

Reyansh Jai

Name of the company.

Address of the company.

**Email 23)**

Dear Mr. Reyansh,

Thank you for your reply. Unfortunately we don't use letter heads anymore. Our program is generating invoices and we use them in format which I sended you. You can find PI in pdf in attachment.

Thank you.

Best regards

Tomas Svoboda

Name and address of the company.

Phone number and email address.

**Email 24)**

Dear Mr. Tomas,

Hope you have received the balance quantity of 14Nos Alternators. You may receive the payment by tomorrow. Please pack and let me know the Gross Weight of the shipment. I shall send you excel of Invoice format as per standard Imports in India. You can print, sign/stamp and give the Invoice to Fedex. Please give me the following details for preparing Invoice

1. Gross Weight
2. Your Invoice Number

Please update when you are expected to handover the shipment to Fedex.

With Best Regards

Reyansh Jai

Name of the company.

Address of the company.

**Email 25)**

Dear Reyansh,

Yes, remaining alternators arrived. I will send you all details tomorrow and I will have invoice once we will receive payment (so probably tomorrow). FedEx will pick up shipment next day (Friday).

Thank you.

Best regards

Tomas Svoboda

Name and address of the company.

Phone number and email address.

**Email 26)**

Dear Mr. Tomas,

Please note that you should use the Invoice send by us only for the shipment. Otherwise it will be difficult to clear the shipment in India.

With Best Regards

Reyansh Jai

Name of the company.

Address of the company.

**Email 27)**

Dear Reyansh,

I confirm that we will use invoice which you will send us on shipment. I will only send you invoice (made by our system) for your reference and invoice number.

Thank you.

Best regards

Tomas Svoboda

Name and address of the company.

Phone number and email address.

**Email 28)**

Dear Reyansh,

I would like to inform you that we have shipment ready.

Weight is 178 kg

Dimensions: 120x80x55 cm

We have not received payment yet, but I will send you invoice number (with invoice) once we will receive payment.

Thank you.

Best regards

Tomas Svoboda

Name and address of the company.

Phone number and email address.

**Email 29)**

Dear Reyansh,

I would like to inform you that we have not received payment yet, so we are not shipping alternators today. We will keep checking account. Did you received confirmation from your bank, that they sended it?

Thank you.

Best regards

Tomas Svoboda

Name and address of the company.

Phone number and email address.

**Email 30)**

Dear Mr. Tomas,

We have already submitted the payment request to bank. Sometimes it takes 1-2 days for processing the payment. In the meantime I shall check with bank regarding.

With Best Regards

Reyansh Jai

Name of the company.

Address of the company.

Dear Reyansh,

I would like to inform you that we did not received payment yet. Could you please double check if everything went well in bank?

Thank you.

Best regards

Tomas Svoboda

Name and address of the company.

Phone number and email address.

**Email 31)**

Dear Mr. Tomas,

We have submitted the payment request. The bank has raised some queries regarding the advance payment for import. Here most of the days this week are holidays due to festivals and state elections. We shall address the queries at the earliest and get the payment released. Sorry for the inconvenience.

With Best Regards

Reyansh Jai

Name of the company.

Address of the company.

**Email 32)**

Dear Mr. Reyansh,

Thank you for your reply. If you can speed up this process than please do it.

Thank you.

Best regards

Tomas Svoboda

Name and address of the company.

Phone number and email address.

**Email 33)**

Dear Mr. Reyansh,

I would like to ask you if you have any updates regarding payment.

Thank you.

Best regards

Tomas Svoboda

Name and address of the company.

Phone number and email address.

**Email 34)**

Dear Mr. Tomas,

Please wait. Talks going on with Bank.

With Best Regards

Reyansh Jai

Name of the company.

Address of the company.



**Email 35)**

Dear Mr. Reyansh,

Thank you for your reply. Please let me know outcome of talks with bank.

Thank you.

Best regards

Tomas Svoboda

Name and address of the company.

Phone number and email address.

**Email 36)**

Kind reminder.

Thank you.

Best regards

Tomas Svoboda

Name and address of the company.

Phone number and email address.

**Email 37)**

Dear Mr. Reyansh,

Please let me know what is going on with payment. It is taking too long. Please solve it ASAP, otherwise we will have to cancel your order.

Thank you for your understanding.

Best regards

Tomas Svoboda

Name and address of the company.

Phone number and email address.

**Email 37)**

Dear MR. Tomas,

As far as I understand, it will take some time to resolve the issue of Advance Payment. I shall contact you when the issue is solved as we need the Alternators. Sorry for the inconvenience.

With Best Regards

Reyansh Jai

Name of the company.

Address of the company.

**Email 38)**

Dear Mr. Reyansh,

Thank you for your reply. This issue of advance payment is already taking more than 2 weeks. What kind of issue is it? Is there anything that we can do to speed it up? We never experienced issue like this with advance payment, that is why I ask.

Alternators are prepared for shipping.

Thank you.

Best regards

Tomas Svoboda

Name and address of the company.

Phone number and email address.

**Email 39)**

Dear Tomas,

While sending Advance Payment to one supplier, we made \$237.00 more than Invoice Value (payment was done according to PI but while Invoicing qty of one item was less). Bank is asking to settle that before we make any other advance payments. Anyhow we are trying to convince them.

With Best Regards

Reyansh Jai

Name of the company.

Address of the company.

**Email 40)**

Dear Reyansh,

Thank you for your reply. I am sorry to hear that. Anyway please solve this problem ASAP. My boss is quite angry that it take so much time and he wants to sell alternators to someone else. Please make sure to send payment by end of this week. And please send me payment confirmation from bank.

Thank you.

Best regards

Tomas Svoboda

Name and address of the company.

Phone number and email address.

**Email 41)**

Dear Reyansh,

Could you please let me know current situation with payment? We have not received confirmation nor payment.

Thank you.

Best regards

Tomas Svoboda

Name and address of the company.

Phone number and email address.

**Email 42)**

Dear Mr. Tomas,

We had talks with bank and the problem may be sorted out by next week. My boss is out of station and is expected in office by Wednesday. Request you to please wait for 1 more week. Shall keep you updated.

With Best Regards

Reyansh Jai

Name of the company.

Address of the company.

**Email 43)**

Dear Reyansh,

Thank you for your reply. We will wait for payment until the end of this week. Please keep me informed.

Thank you.

Best regards

Tomas Svoboda

Name and address of the company.

Phone number and email address.

**Email 44)**

Dear Reyansh,

Do you have any news regarding payment of alternators?

Thank you.

Best regards

Tomas Svoboda

Name and address of the company.

Phone number and email address.

**Email 45)**

Dear Reyansh,

Do you have any news? In your last email you mentioned that your problem with bank will be sorted this week and you will keep me informed. I did not received any update from you and we did not received payment.

Kind regards

Tomas Svoboda

Name and address of the company.

Phone number and email address.

**Email 46)**

Dear Mr. Tomas,

Sorry for delay in replying. I was on leave yesterday. We are trying to enrout the payment thru another bank. It is in process. I can give you the final update by Monday or Tuesday max. In the meantime can you reconfirm if there is any change in the freight charges because once the payment is done we cannot make a single Euro more or less payment. Thanks for the co-operation.

With Best Regards

Reyansh Jai

Name of the company.

Address of the company.

**Email 47)**

Dear Reyansh,

Thank you for your reply. I have checked freight charges with FedEx and current price for delivery is 322,-EUR.

Thank you.

Best regards

Tomas Svoboda

Name and address of the company.

Phone number and email address.

**Email 48)**

Dear Mr. Tomas,

Your payment shall be processed in 2 days. Only some formalities of registering the new bank in Customs etc. are pending. I shall intimate you when it is ready for payment. Please reconfirm the courier charges at that time and we need a fresh Proforma Invoice with the new rates. Thank you very much for the co-operation.

With Best Regards

Reyansh Jai

Name of the company.

Address of the company.

**Email 49)**

Dear Mr. Reyansh,

It is 2 days since you sended me information that payment will be processed in 2 days, but we have not received payment from you or payment confirmation. Could you please explain?

Thank you.

Best regards

Tomas Svoboda

Name and address of the company.

Phone number and email address.

**Email 50)**

Dear Mr. Tomas,

Request you to please give me some time. The process is on the way. We have a lot of formalities to import thru a new Bank Account. We are on the process to register the new account in the customs and different sea and air ports. I assure you that we need the item badly and there will be no delay from our side for the procedures. But the different government procedures are taking time.

With Best Regards

Reyansh Jai

Name of the company.

Address of the company.

**Email 51)**

Dear Mr. Reyansh,

Thank you for your reply. We already gave you 1 month. My boss is really „not happy“ about this situation and I don't know what to tell him anymore, because every time you tell me that it will be solved it is not.

I understand that you have different procedures in your country, but you also have to understand our position.

Please tell me when payment will be really sended.



Thank you for your understanding.

Best regards

Tomas Svoboda

Name and address of the company.

Phone number and email address.

**Email 52)**

Dear Mr. Tomas,

I really understand your position and is thankful for your co-operation. As far as I understand it will take one more week (as there are Christmas holidays in between) max to complete the process as these are government formalities and we can expect but cannot predict. Can you tell me if this stock is left out when can we expect the new stock ? (to reduce your pressure).

With Best Regards

Reyansh Jai

Name of the company.

Address of the company.

**Email 53)**

Dear Mr. Reyansh,

Thank you for your reply. So payment will be sended next week, after Christmas holidays?  
Or in January?

Thank you.

Best regards

Tomas Svoboda

Name and address of the company.

Phone number and email address.

**Email 54)**

Dear Mr. Reyansh?

Kind reminder. When we can expect payment?

Thank you.

Best regards

Tomas Svoboda

Name and address of the company.

Phone number and email address.

**Email 55)**

Dear Mr. Tomas,

Payment shall be done by next week.

With Best Regards

Reyansh Jai

Name of the company.

Address of the company.

**Email 56)**

Dear Mr. Reyansh,

Thank you for your reply. Have a nice Holidays and all best in 2024.

Best regards

Tomas Svoboda

Name and address of the company.

Phone number and email address.

**Email 56)**

Dear Mr. Reyansh,

Could you please let me know status of payment?

Thank you.

Best regards

Tomas Svoboda

Name and address of the company.

Phone number and email address.

**Email 57)**

Kind reminder.

Best regards

Tomas Svoboda

Name and address of the company.

Phone number and email address.

**Email 58)**

Dear Mr. Reyansh,

Before Christmas holidays you have promised that you will send payment. We have not received any payment from you. You have not informed me about anything and now you are even ignoring my emails. If you wish to continue acting this way, than please consider your order as irrelevant.

Thank you for your understanding.

Best regards

Tomas Svoboda

Name and address of the company.

Phone number and email address.

**Email 59)**

Dear Mr. Tomas,

I was not well and was on leave for 2 days. Please never think that I am ignoring your mails. You have co-operated with us all these days and we are thankful for that. The process of registering the new Bank AD Code in the ports is in process. Tomorrow the bank people are coming to our office. Request you give me one more week for last try (as we are committed to our customers also and there is immense pressure from them) or else you may consider the order irrelevant. Hope you may understand the situation we are in and consider my request.

With Best Regards

Reyansh Jai

Name of the company.

Address of the company.

**Email 60)**

Dear Mr. Reyansh,

Thank you for your reply. Ok, please make sure that we will have payment on our account by next Thursday (11th of January), otherwise order will be canceled. This is our last waiting.

Thank you.

Best regards

Tomas Svoboda

Name and address of the company.

Phone number and email address.

**Email 61)**

Dear Mr. Tomas,

Please check the freight charges with FEDEX on Monday morning and send revised Proforma Invoice. Check with them the validity of the freight charges given. If it is valid for 4 to 5 days, you can check tomorrow also. Most probably the payment shall be done on Monday. Please note that we can transfer the amount shown in the Proforma Invoice only (not more or less can be done afterwards).

With Best Regards

Reyansh Jai

Name of the company.

Address of the company.

**Email 62)**

Dear Mr. Reyansh,

Thank you for your email. I have checked FEDEX rates, and it is currently same like last time I checked, so you can use proforma invoice with 322,-EUR delivery (you can find it in attachment).

I am glad things got moving.

Thank you.

Best regards

Tomas Svoboda

Name and address of the company.

Phone number and email address.

**Email 63)**

Dear Mr. Tomas,

Attached Proforma Invoice in the format we need. Please print this, sign/stamp and resend for applying for payment. Recheck your Bank Details, Gross Weight & Packing details. Recheck with Fedex that the freight given is for delivering the goods to the below address.

Delivery Address :

NAME OF THE COMPANY

ADDRESS OF THE COMPANY

With Best Regards

Reyansh Jai

Name of the company.

Address of the company.

**Email 64)**

Dear Mr. Reyansh,

Thank you for your email. Our bank details are correct. You are missing freight charges on invoice. Also please change weight. Weight on invoice which I sended you is netto. Total weight is 178 kg.

Thank you.

Best regards

Tomas Svoboda

Name and address of the company.

Phone number and email address.

**Email 65)**

Dear Mr. Tomas,

Please find attached revised Proforma Invoice. The freight charges are added to the cost. And terms is C&F New Delhi. Did you confirm the freight is upto our address ?

With Best Regards

Reyansh Jai

Name of the company.

Address of the company.

**Email 66)**

Dear Mr. Reyansh,

Thank you for your fast reply. You can find signed and stamped proforma invoice in attachment. I have double-checked FedEx price and yes, freight price is to your address.

Thank you.

Best regards

Tomas Svoboda

Name and address of the company.

Phone number and email address.

**Email 67)**

Dear Mr. Tomas,

Please give your Bank address.

With Best Regards

Reyansh Jai

Name of the company.

Address of the company.

**Email 68)**

Dear Mr. Reyansh,

Our bank address is:

Name of the bank.

Address of the bank.

Czech republic



IMPORTANT NOTICE: Please make sure to choose OUR when choosing bank fees, otherwise we will not receive full amount.

Thank you.

Best regards

Tomas Svoboda

Name and address of the company.

Phone number and email address.

**Email 69)**

Dear Mr. Reyansh,

Could you please let me know if you managed to send payment?

Thank you.

Best regards

Tomas Svoboda

Name and address of the company.

Phone number and email address.

**Email 70)**

Dear Mr. Tomas,

Already forwarded the payment request to Bank. May be processed today.

With Best Regards

Reyansh Jai

Name of the company.

Address of the company.

**Email 71)**

Dear Mr. Reyansh,

Could you please send me payment confirmation from your bank?

Thank you.

Best regards

Tomas Svoboda

Name and address of the company.

Phone number and email address.

**Email 72)**

Dear Mr. Tomas,

Not received yet. Did you receive payment ?

With Best Regards

Reyansh Jai

Name of the company.

Address of the company.

**Email 73)**

Dear Mr. Reyansh,

We did not received payment yet. Please check with your bank and request confirmation.

Thank you.

Best regards

Tomas Svoboda

Name and address of the company.

Phone number and email address.

**Email 74)**

Dear Mr. Tomas,

Please find attached payment advice received from Bank. Please confirm the receipt.

With Best Regards

Reyansh Jai

Name of the company.

Address of the company.

**Email 75)**

Dear Mr. Reyansh,

Thank you for your bank receipt. I will inform you once we will receive payment, I will also send you invoice.

Best regards

Tomas Svoboda

Name and address of the company.

Phone number and email address.

**Email 76)**

Dear Mr. Tomas,

Please find attached Swift Advice.

With Best Regards

Reyansh Jai

Name of the company.

Address of the company.

**Email 77)**

Dear Mr. Tomas,

You received the payment ?

With Best Regards

Reyansh Jai

Name of the company.

Address of the company.

**Email 78)**

Dear Mr. Reyansh,

Yes, we have received payment. You can find invoice in attachment. Based on that you can prepare your type of invoice which we will stamp, sign and put on package.

Thank you.

Best regards

Tomas Svoboda

Name and address of the company.

Phone number and email address.

**Email 79)**

Dear Mr. Tomas,

Do you have Sarter Motor parts ? I visited your web but I could find only Starter Motors.

With Best Regards

Reyansh Jai

Name of the company.

Address of the company.

**Email 80)**

Dear Mr. Reyansh,

You can find shipping documents and invoice which will be on shipment in attachment.

Shipment number: 7747 4831 9240

Thank you.

Best regards

Tomas Svoboda

Name and address of the company.

Phone number and email address.

**Email 81)**

Dear Mr. Tomas,

The Invoice is Ok. You may proceed.

With Best Regards

Reyansh Jai

Name of the company.

Address of the company.

**APPENDIX C – EMAIL THREAD 3****Email 1)**

Dear Sales,

Greetings from RASHID!

Please quote your best price with availability for below requirement.

SL NO	1
DESCRIPTION	STARTER MOTOR;VOLTAGE RATING: 24 V,POWER RATING: 2.5 KW;PART NO: 11.999.222 ,MANUFACTURER: MANUFACTURER NAME / MANUFACTURER NAME;EQUIPMENT MODEL NO: AZ123456;FOR DIESEL ENGINE 8642XY
QTY	2
UOM	EA

Thanks & Regards,

SAIF KHAN

Sr. Technical Sales Engineer

Company address

Contact information

**Email 2)**

Dear Saif Khan,

Thank you for your request. Please check our offer and technical details bellow.

Our offer for 2pcs of starter 11.999.222:

Price: 209,-EUR/pc

Availability: out of stock, production plan is in the middle of February (order is requested)

Terms of payment: proforma invoice

Please note that price is without delivery. If your request is urgent, than we can get 2pcs to our stock in 2 work days, but price will be higher (224,-EUR/pc)

Feel free to ask any further questions.

Thank you.

Best regards

Tomas Svoboda

Name and address of the company.

Phone number and email address.

**Email 3)**

Dear Tomas,

We are pleased to confirm the Purchase Order as attached.

Kindly acknowledge the order and deliver at the earliest.

Thanks & Regards,

SAIF KHAN

Sr. Technical Sales Engineer

Company address

Contact information

**Email 4)**



Dear Saif Khan,

Thank you for your order. You can find proforma invoice in attachment. Please send me payment confirmation from your bank to speed up process. Important notice: please choose OUR when choosing bank fees, otherwise we will not receive full payment.

Thank you.

Best regards

Tomas Svoboda

Name and address of the company.

Phone number and email address.

**Email 5)**

Kind reminder.

Thank you.

Best regards

Tomas Svoboda

Name and address of the company.

Phone number and email address.

**Email 6)**

Dear Saif Khan,

I would like to remind that we have not received payment or payment confirmation from you.

Thank you.

Best regards

Tomas Svoboda

Name and address of the company.

Phone number and email address.

**Email 7)**

Good day Sir/Madam,

Please find below payment done yesterday, kindly please acknowledge the same and provide the details for collection.

Your immediate response is highly appreciated.

Thank you and best regards,

Hessa Thani

Sales Coordinator

**Email 8)**

Thank you for your reply. I will inform you once starters will be prepared.

Thank you.

Best regards

Tomas Svoboda

Name and address of the company.

Phone number and email address.

**Email 9)**

Good day M/s Tomas,

Please let us know any progress with in readiness of the material to arrange the collection.

Thank you and best regards,

Hessa Thani

Sales Coordinator

**Email 10)**

Good day,

Your shipment is ready. You can find invoice in attachment.

Shipment dimensions: 36 x 31 x 18 cm

Weight: 10 kg

Pick up address:

Name of company

Address of company

Czech republic

Phone number

Please let me know how you want ship your order (who will pick it?) and send me shipping label.

Thank you.

Best regards

Tomas Svoboda

Name and address of the company.

Phone number and email address.

**Email 11)**

Resending email from yesterday bellow.

Best regards

Tomas Svoboda

Name and address of the company.

Phone number and email address.

**Email 12)**

Good day,

Could you please send me shipping label for your shipment? Which shipping company will pick it up?

Thank you.

Best regards

Tomas Svoboda

Name and address of the company.

Phone number and email address.

**Email 13)**

Hello Tomas,

We tried to arrange DHL to pick up the shipment.

However, they are not available in your region.

I have now passed the details to Fedex and waiting for their confirmation.

Regards,

Saif

**Email 14)**

Hello,

Yes DHL is not working at our exact location, but in case of need we are able to handle it to them in next city. We are using FedEx too. Please send me label once you will have it.

Thank you.

Best regards

Tomas Svoboda

Name and address of the company.

Phone number and email address.

**Email 15)**

Dear M/s Tomas,

Just a quick question have you sent original Tax Invoice along with the material? Upon checking both Tax Invoice are photo copied as we already received the material.

Thank you and best regards,

Hessa Thani  
Sales Coordinator

**Email 16)**

Dear Hessa,

Invoice sended on box is original. You can also find invoice in attachment if you want it in color.

Thank you.

Best regards  
Tomas Svoboda

Name and address of the company.  
Phone number and email address.

**Email 17)**

Hi M/s Tomas,

Noted with thanks, I just wanted to know maybe Invoice copies was also inside the box, as I didn't open the 2 boxes as it was sealed. 😊

Br,  
Hessa