

Exploring Communication Strategies in Kazakhstani and US Sales Promotional Letters: A Cross-Cultural Comparison

Aliya Aimoldina ^{a,*}, Sholpan Zharkynbekova^b and Damira Akynova^c

¹ 12 Baurzhan Momyshuly street, office 151, Astana, Kazakhstan

^a a_aliya_86@mail.ru, ^b zsholpan@rambler.ru, ^c mirada-86@mail.ru

*Corresponding author

Keywords: Communication strategies, Business professionals, Sales promotional letters, Cross-cultural analysis, Effective business communication.

Abstract. In the context of the internationalization and globalization of the economy, it is becoming increasingly important to better understand the cross-cultural and cross-linguistic variations conveyed through business persuasive correspondence. The growing number of international companies and joint ventures in the Republic of Kazakhstan indicates the increasing use of English, along with Kazakh and Russian, as one of the main mediums of communication. Nowadays, business correspondence written in Kazakh, Russian and English is extensively used in the Kazakhstani business context. However, little research has been done in this area so far. This cross-cultural study examines the communication strategies employed by Kazakhstani and American business professionals in their sales promotional letters. Since business communication in contemporary Kazakhstan has been shaped, and continues to be shaped, under the influence of three languages, 55 Kazakh, 62 Russian and 50 English sales letters were analyzed and compared in this research. The findings show that communication strategies differ considerably between Kazakhstani and US professionals. The diversity includes some cultural-bound discourse patterns and cultural-specific textual features, many of which can be traced to interference from the Kazakh and Russian languages and cultures. In addition, the language, format, organization, and tone of business correspondence reflected the values of the writers and their environment. The study makes an attempt to raise an awareness of Kazakhstani business specialists of differences in persuasive writing across languages and cultures, worth noting for developing cross-cultural understanding and communication strategies for effective intercultural business interactions in the dynamic business environment of the 21st century.