

## **The Emotional Implication of the Phraseological Fund Applied in Cognitive Business Negotiation**

**Authors :** Kristine Dzagnidze

**Abstract :** The paper equally centers on both the structural and cognitive linguistics in light of phraseologism and its emotional implication. Accordingly, the methods elaborated within the framework of both the systematic-structural and linguo-cognitive theories are identically relevant to the research of mine. In other words, through studying the negotiation process, our attention is drawn upon defining negotiations' peculiarities, emotion, style and specifics of cognition, motives, aims, contextual characterizations and the quality of cultural context and integration. Besides, the totality of the concepts and methods is also referred to, which is connected with the stage of the development of the emotional linguistic thinking. The latter contextually correlates with the dominance of anthropocentric-communicative paradigm. The synthesis of structuralistic and cognitive perspectives has turned out to be relevant to our research, carried out in the form of intellectual action, that is, on the one hand, the adequacy of the research purpose to the expected results. On the other hand, the validity of methodology for formulating the objective conclusions needed for emotional connotation beyond phraseologism. The mechanism mentioned does not make a claim about a discovery of a new truth. Though, it gives the possibility of a novel interpretation of the content in existence.

**Keywords :** cognitivism, communication, implication, negotiation

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