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**ABSTRACT**

*The abstract should be arranged in a single paragraph of 200-250 words and include a problem statement, research aim, research methodology, study results, and implications of the research. Problem statement: a brief and clear explanation of a gap in knowledge that the study intends to address. Research aim: a broad statement that describes the overall objective of the research. Research methodology: a description of the specific techniques, procedures, materials, and tools used to collect and analyse data and test hypotheses. Study results: a description of the specific findings of the study. Implications of the research: the implications of a study refer to the potential practical, theoretical, or methodological consequences or applications of the study findings. The implications of a study may be positive or negative and may have a broad range of implications for various stakeholders, including researchers, practitioners, policymakers, and the general public. For example, the study may suggest new approaches or strategies for addressing a particular problem or issue, or it may identify areas of weakness or limitations in existing practices or policies. The implications of a study may also have theoretical implications, providing new perspectives on existing theories or contributing to the development of new theories. Additionally, the study may have methodological implications, highlighting new or innovative methods for data collection, analysis, or interpretation.*

**KEYWORDS:** *keyword one, keyword two, keyword three, keyword four, keyword five, keyword six, keyword seven*

**1. INTRODUCTION**

The Introduction section should outline the problem statement, justify the relevance of the study, specify its aim, subject matter, and other research premises.

Clearly state the research problem. Provide background information and context to establish the significance of the study. Outline the purpose and objectives of the research. Mention the hypothesis or primary research question. Conclude by summarising the approach and structure of the paper.

**2. MATERIAL AND METHODS**

The Material and Methods section should outline the material and methods of analysis from the angle of their expedience for the particular topic.

Describe the materials, equipment, or technology used in the study. Explain the methods and procedures in detail, ensuring reproducibility. Include information on study design, data collection, and analysis techniques. Mention any ethical considerations and approvals, if applicable. If applicable, specify the statistical methods used for data analysis.

**3. THEORETICAL BACKGROUND**

**3.1. General observations**

The Theoretical Background section should review previous research with the focus on disputable and undeveloped issues.

Provide a literature review relevant to the research topic. Discuss existing theories, models, or frameworks that inform your research. Report on the gaps or inconsistencies in the current knowledge or understanding. Position your research within the broader theoretical context. Explain how your study contributes to the existing theoretical knowledge.

**3.2. Paragraph levels**

Paragraph levels are to be formatted as follows.

Level 1 - **1. ALL CAPITALISED, BOLD**

Level 2 - **1.1. Lowercase, bold**

Level 3 - ***1.1.1. Lowercase, bold & italicised***

**3.3. In-text citations**

Training, Language and Culture follows the Publication Manual of the American Psychological Association (7th ed.) for citations and references. When using APA format, follow the author(s)-year-page method for in-text citations as in these examples:

(Jones, 2019, p. 13) for a single author

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A complete reference for the citation should appear in the reference list at the end of the paper. When referring to an idea from another work but NOT directly quoting the material, you only have to make reference to the author and year of publication and not the page number in your in-text reference. All sources that are cited in the text must appear in the reference list at the end of the paper. When mentioning referenced material within the text, please follow these rules:

As Jones (2019) argues... for a single author

As Jones and Smith (2019) argue... for two authors

As Jones et al. (2019) argue... for three or more authors

Longer quotes referring to a sustainable definition/interpretation taken from a referenced source should be italicised. E.g.: Manipulation of recipient’s consciousness is only plausible given there is a subject and an object of manipulation, whereby it can be defined as *‘action directed at someone or something in order to achieve or instil something’* (Adair, 2003, p. 81). Hence, a speech strategy is basically *‘a complex of speech actions aimed at achieving communicative goals’* (Issers, 2002, p. 122).

**3.4. Quotation marks**

Training, Language and Culture uses single quotation marks only.

Do not use quotation marks to cite a letter, word, phrase, or sentence as a linguistic example; instead, italicise the term. E.g.: He clarified the distinction between *farther* and *further*.

Do not use quotation marks to introduce a technical or key term; instead, italicise the term. E.g.: The term *zero-base budgeting* appeared frequently in the speech. She compared it with *meta-analysis*, which is described in the next section.

**3.5. Tables and figures**

Tables and figures are placed within the text of the article rather than at the end. Number all tables and figures with Arabic numerals in the order in which they are first mentioned in text. Do not use suffix letters to number tables and figures, i.e. label them as Table 5, Table 6, and Table 7 or Figure 5, Figure 6, and Figure 7 instead of 5, 5a, and 5b. Table layout should be logical and easily grasped by the reader (Table 1). The Figures should be simple, clear, and informative. A good figure︎ augments rather than duplicates the text,︎ conveys only essential facts,︎ omits visually distracting detail, is easy to read and understand, is consistent with similar figures in the article, and is carefully planned and prepared (Figure 1).

Table 1

*List of strategies hindering and facilitating cooperative interaction*

|  |  |
| --- | --- |
| STRATEGIES | TACTICS |
| Strategies hindering cooperative interaction | |
| Evasion | Changing the subject / Forwarding / Avoiding the answer |
| Open negative response | Objection / Indignation / Denial / Unmotivated refusal |
| Downgrading the recipient’s status | Accusation / Judgement / Denunciation / Reproach / Ridicule |
| Communicative confrontation | Disagreement / Unwillingness to sustain a conversation / Distancing |
| Strategies facilitating cooperative interaction | |
| Solidarity | Request to share a judgement / Reassurance / Intimate interaction |
| Scaling up the recipient’s status | Expressing interest in the conversation / Praise / Compliment |
| Establishing positive interaction mode | Expressing positive emotional state / Positive assertion / Emotional support |

Using digital technology, one can reveal and support factually certain trends in verbal interaction among people of business, for instance in terms of strategy and tactic gender characteristics. Our findings can be summed up as follows (Figures 1 and 2):

*Figure 1.* Quantitative analysis of gender aspects of communicative strategies represented in British business discourse

**4. STUDY RESULTS**

The Study Results section of the manuscript should describe research procedure and results with a clear focus on new findings.

Present the findings of your study in a clear and logical sequence. Use tables, graphs, and charts to illustrate key points, ensuring they are well-labelled and explained. Describe the results without interpretation or bias. Report on significant and non-significant findings. Ensure the results are presented in a way that addresses the research questions or hypotheses.

**5. DISCUSSION**

The Discussion section should interpret the results, explaining their implications and significance.

Discuss the meaning of the findings obtained, relating them back to the study’s original question and the theoretical background. Compare the results with those of other studies and address any inconsistencies. Discuss the limitations of the study and potential areas for future research.

**6. CONCLUSION**

The Conclusion section should summarise the main findings and their broader implications.

Briefly restate the research problem and the main findings. Discuss the practical or theoretical implications of your work. Summarise the findings that are new to the field. Provide a concise statement that wraps up the study and suggest possible directions for future research in the field.

**References**

BOOK:

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For other reference examples please consult the APA Publication Manual (7th ed.).