



FLBC

Formal Language for
Business Communication



Using Language

Language can be used only to
describe reality

?



Speech Acts

To Speak is to Act



Assertives

An *assertive* is a speech act, whose purpose is to convey information from one agent, the speaker, to another agent, the hearer

- sales have risen by 20%





Directives

A *directive* is a speech act,
where the speaker requests
the hearer to carry out
some action



- Please press the Enter button



Commissives

A *commissive* is a speech act,
whose purpose is to
commit the speaker to carry
out some action



- I promise to pay before 1 February 2003

Declaratives

A *declarative* is a speech act,
where the speaker
brings about some state of affairs



- I hereby pronounce you husband and wife

Expressives

An *expressive* is a speech act, whose purpose is to express the speaker's attitude

- I hate bills





Summary of Speech Act Types

- Assertives - describe the world
- Directives - order someone to do something
- Commissives - promise to do something
- Declaratives - change the (social) world
- Expressives - express an attitude



Act Decomposition

- Utterance act
 - The physical utterance (speech, body language,...)
- Locutionary act
 - The meaning of the utterance
- Illocutionary act
 - The act performed by the speaker (assertive, directive, ...)
- Perlocutionary act
 - The effect on the hearer



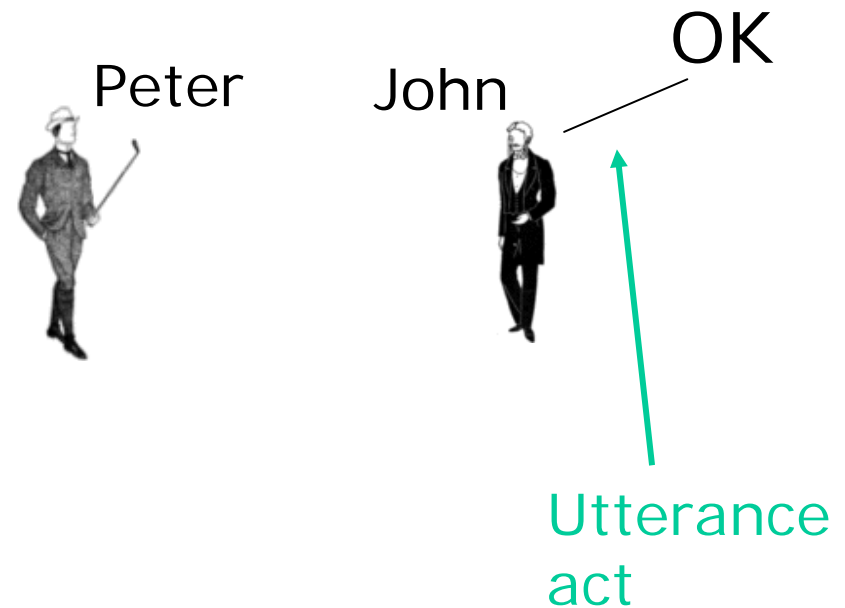
An Example

Situation: Peter has asked John if he will buy today's paper

Locutionary act: John buys paper

Illocutionary act: John promised to buy the paper (commissive)

Perlocutionary act: Peter will not buy the paper





An Exercise

“Forbidden fruit is the tastiest”

Explain the difference between
illocutionary and perlocutionary act



The F(P) Framework

An illocutionary act consists of the expression of the speaker's attitude toward some proposition

$F(P)$

Illocutionary force
(assertive, directive,
commissive, declarative,
expressive)

Propositional content



Examples

- Assertive(it is raining)
- Directive(pay me \$100)
- Commissive(buy today's paper)
- Directive(declarative(convict the thief))
- Commissive(directive(declarative(convict the thief)))



FLBC notation

Msg (Speaker, Hearer, IllocForce, PropContent)

- Peter tells John that it is raining
 - Tell (Peter, John, assert, it is raining)
- Peter promises John that he will cook the food
 - Promise (Peter, John, commissive, cook the food)



An Exercise

- `promise(pelle, erik, commissive, do the laundry)`
- `ask(prosecutor, judge, directive,
request(judge, witness, directive,
answer the question))`
- `order(civil servant, applicant, directive,
ask(applicant, partner, directive,
confirm(partner, civil servant, assert,
cohabit for five years)))`

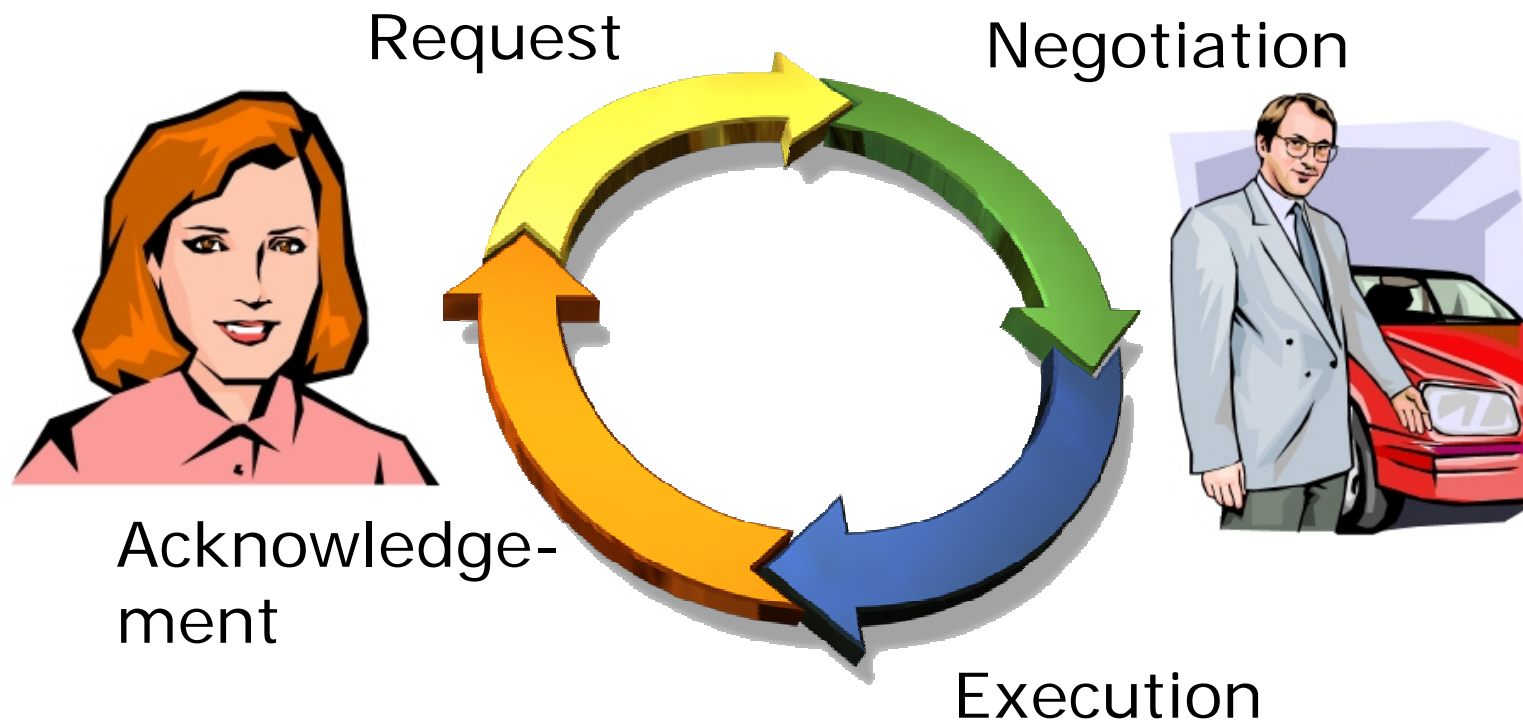


An Exercise

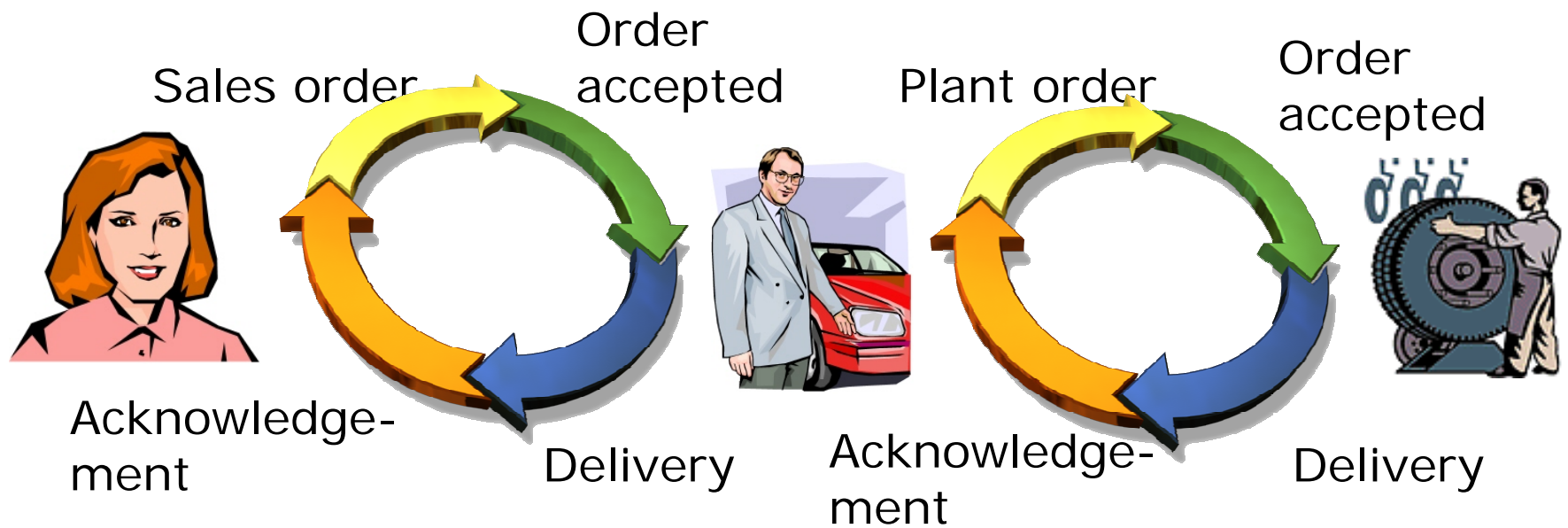
Express the following sentences in the FLBC notation:

- The customer Claire asks compensation for her house that has burnt down
- The insurance representative Richard decides that Claire will get 1,000,000 for her house
- The insurance representative Richard promises the customer Claire to ask the inspector Ingvar to confirm that Claire's house has burnt down

Action Workflow Loop

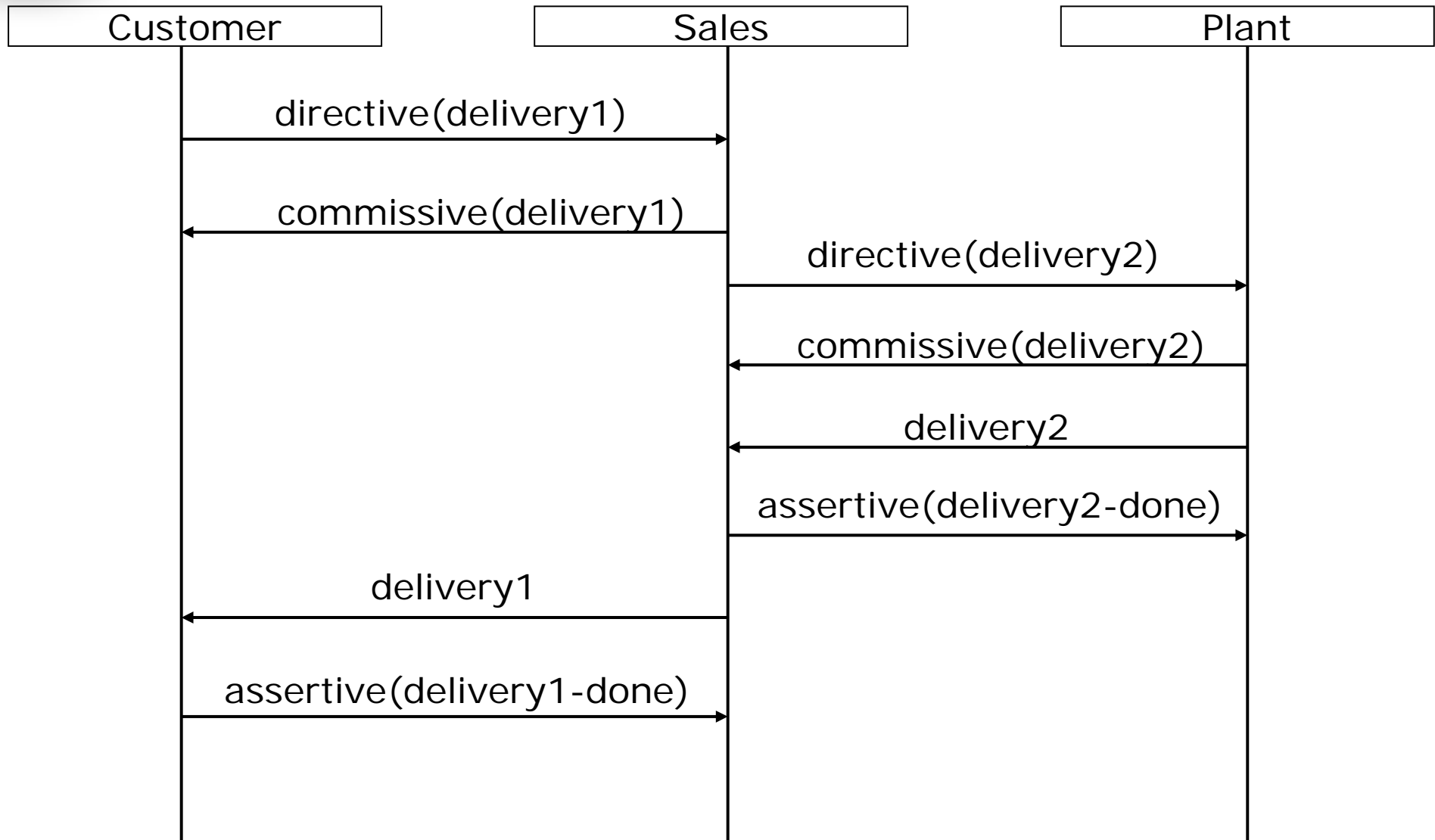


Action Workflow Loops





Interaction diagram



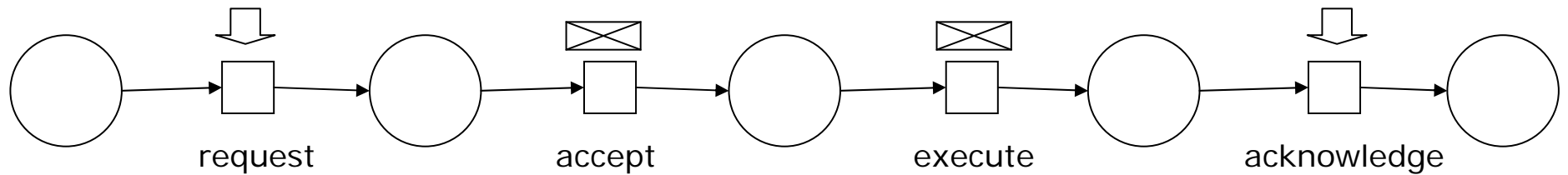


A Scenario

A customer asks her insurance company for compensation. An insurance representative receives this request and informs the customer that the company will take care of her case. Thereafter, he asks an inspector to investigate whether the customer has provided correct information. When this is done, he decides on the size of the compensation and makes a payment, which shall be acknowledged by the customer.



Workflow Loop as a Petri Net



Workflow Loop as a Petri Net

