



THEORETICAL DISCUSSIONS ON THE SPEECH OF TRADE WORKERS

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Article history:	Abstract:
Received: 6 th January 2023 Accepted: 6 th February 2023 Published: 20 th March 2023	The article investigates the researches of scientists, who conducted scientific researches on the speeches of sale staff. There are many functions of language, all of which are embodied in the expression of thought. Through language and through the different means in it, different goals are realized. Through the language and a number of its functions, various buying and selling works are carried out on the street, in the surroundings and, especially in the market.
Keywords: rhetoric, sale staff, speech, language, economics, the function of a language, language attraction, speech types, trade oratory, advertising by a language.	

INTRODUCTION. Language is a complex system of symbols with conceptual content. Communication (communication), cognitive (thinking), cumulative (gathering and storing knowledge), nominative (naming things and objects), emotive-expressive (expressing emotions, reacting) etc. are among the basic functions of language. Researchers emphasize that language is a cultural phenomenon, a product of social interaction. The founder of theoretical linguistics, Baron Wilhelm von Humboldt (Wilhelm von Humboldt), recognizes the integrity of language and national spirit, the determinant of national thinking. In the linguistic concept put forward by Humboldt, language is defined as a self-developing organism. The language or languages we speak, read and write have a significant impact on economic, social and human development. Language defines cultural identity and thus influences people's decisions, including economic decisions. Although various scientific disciplines have been studying the issues of cultural and linguistic diversity for a long time, the economics of languages began to take shape only in the second half of the 20th century. In this chapter, using the economic literature as an example, we have studied classical and modern methodological, theoretical and empirical studies, interpreting our review around linguistic diversity and its effects.

THE MAIN PART. In the last century, there have been many debates about language and its functions. The question of whether language is able to determine thinking and behavior has been the cause of scientific debate for a long time. In the middle of the twentieth century, the American linguists Edward Sapir and Benjamin Warf put forward the ideas of linguistic relativity in their works: they believed that the structure of a language affects how its speakers perceive the

world - therefore, in different languages and dialects It has been argued that different people form different ideas about reality. The famous linguist and philosopher Noam Chomsky countered them with his idea of a 'universal grammar' - that is, a single structure for all languages, which he repeatedly argued could not predetermine different conceptions of the world or behavior. In our opinion, we can enrich our speech by using not only the grammatical categories of the language, but also the phonetic and lexical catenaries. In order to test the hypothesis of Worf-Sapir, we gave feedback on how to use linguistic information for economic purposes. We have seen that sales employees who are polite, fluent in speech, who have a burr tongue, that is, who perfectly master all the categories of the language, attract more people to themselves.

At the same time, economist Keith Chen's idea that "analyzes the influence of people's propensity to save and other economic decisions on how the future tense is shaped in their language" caught our attention. In our markets, we often hear calls in the future tense: "Your wealth will go with you", "You will come back again". Through these words, they convince the sellers that the goods they are selling have a future and will return again in the future. Native speakers of languages less bound to the future tense, such as German or Chinese, where the same verb form can be used in the present and future tenses, save more. The reason for this is that the future and the present tense make an impression on the minds of the speakers as if they mean the same concept. For native speakers of languages in which the future tense is formed with a different verb form—for example, English or Spanish—the future seems longer, which reduces their speakers' motivation to save money. For example, "Buy it, please!" "You will not regret!", "I will guarantee that you will certainly wear this cloth for the next five



years!" such words cause the thought that the money spent will not lose its value in the mind of the buyer in the long run.

Language also affects the economy: this effect is studied by the economics of language, a relatively new interdisciplinary field at the intersection of economics, psychology, sociolinguistics, and cognitive neuroscience. In the mid-20th century, the American linguist Joseph Greenberg proposed the study of linguistic diversity to understand how it relates to political, economic, geographic, historical, and other non-linguistic factors. The American economist Jacob Marashak, one of the "fathers of econometrics" (and who spoke ten languages), first defined and applied the economic approach to linguistic analysis, noting that economic characteristics are inherent in language: value, utility, costs, profit and profit. eloquence to z.

The main paradigms of the philosophy of language L. Wittgenstein, W. von Humboldt, F. De Saussure, C. S. Pierce, K. Buhler, R. Jakobson, G. Frege, M. Heidegger, H. G. It is associated with the names of famous thinkers such as Gadamer, R. Barth and others. In this sense, they speak of the linguistic turn in philosophy, when philosophical problems are translated into the plane of language and solved through the analysis of language. If the language fulfills the function of communication and obtaining information in our daily life, the language performs tasks such as explanation, information, communication, motivation and attraction in the economy. The language of economics is short, concise, informative, and rich in information, which is fundamentally different from the languages spoken in other fields. We will analyze the economic language below.

The language of economics is the main basis of its theory and practice: it describes the economic reality and with it defines certain actions for us. In addition, language is the basis of communication between representatives of various theories and approaches within the economy, and representatives of economists and other disciplines. Therefore, it is necessary to learn the economic language and environment. Language is the most important place of existence and the basis of the development of any science, because it describes the studied field of reality, helps the development of scientific thinking and defines the boundaries of scientific practice. The subject of modern economics - people, institutions, resources - is also studied by other sciences that contribute to the knowledge of economics. In turn, economics helps sociology, law, political science and other disciplines to know their subjects. It is known that language and speech are different from each other. We all know that the famous Swiss scientist Ferdinand de Saussure distinguished between language and speech. Language refers to the general and speech refers to the specific. A language

belongs to a whole nation, and a speech belongs to a certain person. We will consider the main features of speech below.

In modern scientific and methodical literature, the variety of types of public speaking art is noted and they are classified according to different bases. Some authors divide oral speeches into monologic and dialogic speeches, others into emotional and rational speeches. Currently, generations and types of public speaking are distinguished depending on their content and speaking conditions.

Paul Soper in his book "Essentials of Public Speaking" suggests dividing speech by purpose:

1. Entertaining speech. This type of speech is often spoken at a party or other setting where people meet to spend time in pleasant conversation. It should please and entertain the listeners.

2. Information speech. The purpose of informative speech is not only to arouse interest. It can be a story, a description, an explanation. Information speech must meet the following requirements:

- a) it should not contain anything controversial;
- b) it should cause curiosity;
- c) it should satisfy the listener's requirements;
- d) the message must be relevant.

3. Inspirational speech. Promotional speeches can be divided into three groups: Inspirational speeches, persuasive speeches, and persuasive speeches. This includes speeches at political, sports, military-patriotic meetings, sermons, commemorative speeches, conversations about moral and social values.

4. Persuasive speech. Persuasion means to prove or disprove any position with logical arguments. In practice, these speeches are seen as propaganda that persuades the speaker to agree with him on a controversial issue.

5. Call-to-action speech. A call to action can be direct or indirect; the movement may come shortly or immediately. But this refers to the actions of the listeners, not those who were not present. For this type of speech, i.e. propaganda, there is an element characteristic only for them, they must make the listener feel the need to do what the speaker asks.

Based on the above types, we can say that any speech can encourage a person to take action or deter him from action. In the sales speech we are studying, the use of various information to sell one's product occupies a large place.

Trade is usually done with money, but there is also moneyless trade—the direct exchange of goods, that is, barter. Trade is an important source of tax revenue for the budget of the country or region. Trade as an activity refers to intermediary services, which are considered as an auxiliary link in the movement of goods from producers to buyers.



"Trade" is defined as follows in the Cambridge English explanatory dictionary: the activity of buying and selling, or exchanging, goods and/or services between people or countries:

Synonyms:

business (SELLING), commerce, enterprise (BUSINESS)

This can be translated from English to Uzbek as follows:

the activity of buying and selling or exchanging goods and/or services between people or countries:

In English, the term trade is used more commercially, that is, to indicate the realities of the process of making a profit and buying and selling.

In the explanatory dictionary of the Russian language (Толковый словарь русского языка) "trade" (торговля) is defined as follows:

Торговля, -и; ж. 1. Деятельность по обороту, купле и продаже товаров. Частная, государственная т. Оптовая, розничная т. Хлебная, овощная т. Т. лесом, нефтью. Заниматься торговлей. Т. идёт бойко. 2. Отрасль народного хозяйства, обеспечивающая обращение товаров между производством и потреблением. Внутренняя, внешняя т. Т. и промышленность. Работать в торговле.

However, in the Uzbek language, the term trade is used in other meanings besides economic trade processes:

Umr savdosi deydilar buni, bu masalaga jiddiy qarash kerak.

Uning boshiga ne savdolar tushmadi: boshi hech balo-qazolardan chiqmadi.

Ikki soat baqir-chaqirdan keyin ham ularning savdosi pishmadi (kelisha olmadi).

Below we will discuss the sales officer and his duties:

A sales employee is a legal or natural person who carries out sales operations at the expense and for the benefit of another person. If the seller himself owns the sold goods, he acts in his own interests.

Trade workers have the following specializations:

Broker (broker) - an intermediary, an information specialist, promoting goods from the producer to the consumer. Works on or off the stock exchange. Does not own the product and has no physical connection to it. Acts on behalf of many sellers and contacts many buyers. Sells goods in bulk. Works in a highly specialized market;

An agent is an intermediary between the producer and consumers of a product. He does not eat goods, he works as a permanent representative of the manufacturer in this region, often he is a permanent employee of the company, he is engaged in special

operations on the search for consumers, negotiations, and the sale of goods.

Traveling salesman (commvoyager) is a traveling representative of a trading company who offers goods by samples. Often, he is a permanent employee of the company that provides him with transportation, product samples, videos, booklets, etc. There can be wholesale and retail trade;

Commission agent (commissioner) - carries out mediation according to the terms of the commission, i.e. receives a fee as a percentage of the volume of trade. Has specialized retail space (own or leased). There can be wholesale and retail trade;

Sender (consignor) - sells goods through his warehouse with deferred payment. The goods and the risk of trade are proprietary;

Distributor (distributor) - sells goods through a network of central warehouses and peripheral warehouses. Purchases goods in bulk from the manufacturer. It often works with investment goods, i.e. industrial purposes. Sells goods in bulk. The goods and the risk of trade are proprietary;

Jobber - Operates as a "shuttle" that sells small batches of individual consumer goods or large batches from the manufacturer's premises. He does not have his own warehouse. Reduces the time of transportation of goods to small consumers. Sells goods to distributors and retail stores. The goods and the risk of trade are proprietary;

A dealer is an intermediary acting on its own behalf. Merchandise, sales and delivery are proprietary.

First of all, personal selling is an effective means of promoting industries and similar products, which has a number of advantages over other means of advertising. Let's list these advantages:

1. Personal communication. Each party participating in the dialogue can get acquainted with the offers and desires of the other using all their perception channels (visual, auditory, kinesthetic).

2. Relationship flexibility. On the one hand, personal selling allows the seller to almost instantly choose socially significant means of communication (speech, gaze, gestures, motivational strategy), on the other hand, personal selling allows the development of all types of relationships between parties - "seller-buyer" " from a superficial connection to a personal friendship.

3. Dialogic mode of communication. Personal trading is always done in feedback mode. This allows the seller to change the strategy and tactics of negotiations in the process of communication with the customer by analyzing the data coming from the potential buyer in real time.

4. Ability to use elements of sales promotion focused on the individual characteristics of the buyer. In order to sell successfully, the salesperson must



understand what key marketing factors (product, market, consumers) underlie the purchase decision.

CONCLUSION. In conclusion, it can be said that the language of economy and trade has always attracted the attention of scholars. Commercial speech differs from other types of speech by its attractiveness, wealth of information, motivation to action. The main paradigms of commercial speech and philosophy of language L. Wittgenstein, W. von Humboldt, F. De Saussure, C. S. Peirce, K. Buhler, R. Jacobson, G. Frege, M. Heidegger, H. G. It is related to the names of Gadamer, R. Barth and other scientists. Many scientists have proven that the consumer buys a product that he has heard more praise for.

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