



COMPARATIVE ANALYSIS OF COMMUNICATION STRATEGIES IN BUSINESS DISCOURSE OF ENGLISH AND UZBEK LANGUAGES

Qodirova Mukaddas Togayevna,

Associate professor at Termez state university, PhD in philology,

Termez, Uzbekistan, gmuqaddas@mail.ru

Article history:	Abstract:
Received: 28 th June 2024 Accepted: 26 th July 2024	In the current era of globalization, the impact of language changes and communication strategies driven by this phenomenon is highly significant. Business discourse, especially in cross-linguistic communication, can differ. This article highlights the comparison of communication strategies in business discourse in English and Uzbek, emphasizing their distinctive features and differences. The paper also discusses practical aspects of language use, such as styles, traditions, decision making processes, and the use of language in business contexts. The goal is to lay the groundwork for a more effective and comprehensible understanding of business communication strategies across different languages. This comparison is also expected to help strengthen intercultural relationships and cooperation.

Keywords: Business Discourse, Politeness Strategies, Specialized Terminology, Repetitive Phrases.

INTRODUCTION

With the processes of globalization and the expansion of international business relations, the importance of interlingual communication is increasing day by day. English is now widely accepted as the main language for national and international business relations, while Uzbek, connected to its unique culture and traditions, is developing its own business communication strategies. Communication strategies in business discourse play a key role in building relationships, developing connections, and facilitating agreements.

Business discourse is an integral part of the modern economy, encompassing specific communication features, rules, and strategies within the business environment [4]. The activities of any organization are carried out through communication, making effective business communication one of the main factors for success. From a linguistic point of view, business discourse has its own unique language and structure, which helps make communication processes more effective.

By fully understanding business communication processes, organizations can enhance their chances of achieving their goals. This article aims to reveal the harmony between linguistics and business, as well as analyze practical examples of communication strategies.

LITERATURE REVIEW

Business discourse is a system of linguistic relations established during economic activities and work processes. It has become an essential part of the global economy and is crucial for the success of every organization. Linguists apply various approaches to

study the linguistic features of business discourse, revealing the complexity of language and communication processes. Numerous international and local researchers have conducted studies on business discourse and its discourse analysis. As evidence of this, we can recognize the contributions of Z. Harris (1952), B.E. Aznauryan (2005), O.V. Akimova (2010), R. Argenti (2007), Ye.A. Artemova (2002), N.D. Arutyunova (1990), N.A. Balandina (2004), F. Bargiela-Chiappini (2009), L.S. Beylinson (2009), V.G. Borbotko (2007), L.V. Bronnik (2012), Yu.V. Danyushina (2011), V.B. Kashkin (2010), O.M. Kutyayeva (2007), A.V. Litvinov (2010), M.L. Makarov (2003), Ye.A. Notina, I.A. Bikova (2008), T.A. Petrova (2005), V.A. Ponomarenko (2007), N.M. Potapova (2008), A.V. Radyuk (2013), A.O. Stebletsova (2012), I.V. Tubalova (2010), D.S. Khranchenko (2014), Yu.A. Chernousova (2011), M.A. Shanayeva (2010), T.A. Shiryayeva (2014), L.R. Raurova, and N.Z. Normurodova (2020).

One of the prominent figures in business discourse research is the Italian sociolinguist Bargiela-Chiappini [3]. Compiling multidisciplinary research on business discourse, Bargiela-Chiappini (2009) emphasized that defining business discourse is almost impossible, stating that it is nearly impossible to define this discourse with a short, complete answer [2].

Since business discourse has been studied from various theoretical perspectives, the term "business discourse" encompasses a wide range of linguistic and discursive topics. These include "power and politeness" in government and industrial workplaces (Holmes & Stubbe, 2003) [5], "intercultural communication" in business meetings (Spencer-Oatey & Xing, 2003) [8], "relationship management" [7]



(Planken, 2005), "multimodal business discourse" (Askehave & Nielsen, 2005) [1], and others. These topics are undoubtedly important and influential in the development of the field of business discourse; however, they are still not flawless or complete. Therefore, further research in the area of business discourse is necessary.

METHODOLOGY

This article uses the following methodological approaches and methods to analyze communication strategies used in business discourse:

1. **Theoretical analysis:** This analysis theoretically examines the relationship between linguistics and business discourse and their significance. Scientific literature, articles, and research that define the basic concepts and strategies of business communication are reviewed.

2. **Content analysis:** This method studies real-life business discourse examples such as business documents, emails, marketing materials, presentations, and conferences. Communication strategies used in these materials, their goals, and effectiveness are analyzed.

3. **Analytical statistical data:** Existing statistical data on the effectiveness of communication in

business environments is reviewed. The collected numbers and indicators are used to determine the effectiveness of communication strategies in business discourse.

Real-life business discourse examples from both English and Uzbek business documents, email communications, marketing materials, presentations, and conferences are used as sources for this article. The communication strategies used in these materials, their goals, and their effectiveness are analyzed.

This methodology allows for a comprehensive study of business communication strategies and provides practical recommendations for their modernization. The primary aim is to identify more advanced communication strategies through the application of linguistic findings to business practices.

RESULTS

The study of communication strategies and the analysis of linguistic units used in business discourse in English and Uzbek linguistics is of great importance. The linguistic units used in business discourse (*words, phrases, jargon, terminology*) play a key role in ensuring coherence and mutual understanding. The analyzed sources contain the following units:

Linguistic Units in Business Discourse English Business Discourse Uzbek Business Discourse		
Linguistic units used in business discourse	in English business discourse	in Uzbek business discourse
Specialized Terminology	"stakeholder", "value proposition", "leverage", " B2B " (Business-to-Business), " B2C " (Business-to-Consumer), "budget", "business model", "contract", "corporate", "deadline", "e-commerce", "entrepreneur", "human resources", KPI (Key Performance Indicator), etc.	"aralash mulk", "aksionerlik kapital", "bank foizi", "bank kafilligi", "kredit", "depozit", "brending", "marketing strategiyasi", "reklama kampaniyasi", "promo aksiya", "sotuv", "mahsulot", "operatsion tizim", "xamkorlik", "investitsiya", "erkin savdo", "bozor narx", etc.
Repetitive Phrases:	"Good morning / afternoon", "I'd like to welcome everyone", "our main goal", "customer satisfaction", "I've called this meeting in order to", "By the next meeting, we'll have [action point] in progress" and etc.	"Assalomu alaykum!", "Sizning fikringiz qanday?", "To'g'ri aytasiz", "Kelishuvga kelishimiz mumkin", "Sizga noqulaylik tug'dirsam uzr", "Ha, albatta" and etc.

Through these examples, it is possible to understand the business discourse English and Uzbek more deeply. Each discourse uses words and terms to express its purpose and context.

DISCUSSION

The analysis of the results shows that the strategies used in business communication from the point of view of linguistics are mainly based on communicative goals and tasks. Linguistic units are designed to effectively communicate with the audience and ensure mutual understanding between people



involved in work processes, as well as to achieve certain business goals:

1) **Specialized terminology:** Terms that illuminate business processes — for example in English: "stakeholder", "value proposition", "leverage" — provides a professional structure of communication, in Uzbek: "aralash mulk", "aksionerlik kapitali", "bank foizi", "bank kafilligi", "kredit", "deposit", "brending", "marketing strategiyasi", "reklama kampaniyasi", "promo aksiya", "sotuv", "operatsion tizim", "xamkorlik" [6] and etc. In the Uzbek language business discourse, special terminological units serve to ensure clear and effective communication between specialists. However, it is worth noting that terminological units used in business discourse in Uzbek are often borrowed from other languages.

2) **Repetitive Phrases:** Repetitive phrases that clearly express specific business strategies, for example, phrases such as "our main goal", "customer satisfaction" are used constantly. In Uzbek, they are: "Assalomu alaykum!", "Sizning fikringiz qanday?", "To'g'ri aytasiz", "Kelishuvga kelishimiz mumkin", "Sizga noqulaylik tug'dirsam uzr", etc. These phrases are the most frequently used repetitive phrases in the Uzbek language. They indicate the official beginning and end of communication and show respect to the interlocutor. Repetitive phrases used in business discourse in both languages mainly serve to facilitate communication, emphasize points, and show respect.

The analyzed materials were mainly examined together with the results of observation and interviews, and this provided important information about the linguistic aspects of communication strategies and their use in practice. Also, strategies expressed through linguistic units are a very useful tool, confirmed by concrete examples in everyday business processes, and show the need for their regular updating. At the same time, the most used communication strategies in business discourse were identified:

– **Persuasive strategies:** Strategies to change users' minds and encourage them to adopt. These strategies are mainly implemented through the use of positive language combinations.

– **Informative strategies:** Used to inform the audience by presenting information, statistics and facts.

Based on the coding of linguistic units, the analyzed materials were classified on the basis of certain categories. As a result, the total number of clearly recorded phrases and terms is more than 100, and more than 60% of them are related to persuasive strategies.

Thus, the results of the research show that the in-depth analysis of communication strategies in business discourse is important not only for linguistics, but also for effective business practices. These will open up new opportunities for streamlining the quality of business communication, developing and implementing more effective strategies in the future.

CONCLUSION

Regarding the importance of studying business communication strategies in business discourse in English and Uzbek linguistics and analyzing the linguistic units used in them, it is necessary to conclude as follows:

1) Business communication strategies in the context of both languages show the influence of cultural differentiation of communicative styles and language conditions. This gives an opportunity to understand the relationship between language and culture, as well as the important factors that ensure the effectiveness of communication.

2) It is necessary to choose the right strategies for successful communication in the business environment. The study of linguistic units helps to understand what expressions and terms are used in what contexts, which is important in improving communicative efficiency.

3) Studying communication strategies and new trends of linguistic units helps to generate powerful innovations. They allow to adapt to the changing demands of the market and provide the development of new ideas to optimize business processes.

In a word, studying business communication strategies in business discourse in English and Uzbek linguistics is important in developing not only the interaction between language and culture, but also effective communication tools that ensure success in the business environment.

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