LINGUISTIC FRAMEWORKS IN BUSINESS DISCOURSE: A COMPARATIVE ANALYSIS OF ENGLISH AND UZBEK

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ABSTRACT

This article explores the role of English and Uzbek in business discourse and highlights the importance of language in the global business environment. While English is widely used in international business, Uzbek plays a crucial role in understanding the local market and strengthening relationships with local consumers. The article compares business terminology, communication methods, and pragmatic elements of both languages. Additionally, it emphasizes the importance of learning language to succeed in global competition, and the need to create effective communication systems through a systematic approach.

KEYWORDS: Discourse, business discourse, global business, intercultural interaction, terminology, pragmatics, communication.

INTRODUCTION

Business discourse is rapidly developing and evolving in connection with globalization processes today. Every culture and language brings unique characteristics and structures to business communication, which requires separate analysis and research. English and Uzbek, with their historical and cultural contexts, play a significant role in business discourse.

This article is aimed at studying the linguistic foundations of business discourse, focusing on a comparative analysis of English and Uzbek to identify the differences and similarities between the two languages. It is emphasized that the differences in the structure and semantics of business discourse often reflect the uniqueness of language and culture [3: 75], as well as influence the methods of conveying and understanding information in communication processes.

Discourse refers to the exchange of information during the communication process, specifically shaped through language and communication style within a contextual expression. In business discourse, this often includes both formal and informal discussions. In Norman Fairclough's "Language and Power", the following idea about discourse is presented: "Discourse is a form of social practice which shapes and is shaped by social relations, particularly relations of power" [3: 26].

Business discourse refers to communication and information exchange related to business activities, particularly commercial and economic processes. It encompasses various formats, including business documents, announcements, emails, presentations, and other forms of communication. Regarding business discourse, it is important to highlight Vijay Bhatia's perspective: "Business discourse is characterized by the use of specific genres that fulfill

communicative purposes in professional contexts, shaping social interactions and relationships within organizations" [2: 31].

In most types of discourse related to any field, specific terminology representing that field is present [1: 39], including business discourse. Business terminology refers to specialized words used in business activities (in English: stakeholder, revenue, market share, forecast, acquisition, liability, equity, outsourcing, valuation, supply chain; in Uzbek: bozor (market), tashkilot (organization), investitsiya (investment), mijoz (customer), qarz (debt), sotuv (sales), raqobat (competition), kredit (credit), hisob (account)) and phrases (in English: return on investment (ROI), value proposition, market analysis, competitive advantage, business model, key performance indicators (KPIs); in Uzbek: biznes reja (business plan), moliya tahlili (financial analysis), savdo strategiyasi (sales strategy), o'sish sur'ati (growth rate), tijorat shartnomasi (commercial contract), raqobatchi tahlili (competitor analysis), ish jarayoni (business process)). These words typically reflect the specific concepts and processes of the field.

Analyzing the specific linguistic structures of business discourse in English and Uzbek helps to identify the differences and similarities between the two languages. Below, the main linguistic structures used in business discourse in both languages are analyzed:

1. Terminology and Terms. In English, business terminology is rich in professional and technical terms commonly used in the communication process. For example, terms like "stakeholder", "leverage" and "scalability" are widely used. In Uzbek, however, business terminology is largely filled with borrowed words (from Russian and English terms). For example, words like "menedjment", "investitsiya" and "biznes" are commonly used.

2. Communication styles. In English, business discourse is often expressed clearly and concisely, taking into account the social relationships among participants in the communication process. Communication is often conducted in a direct and formal manner. In Uzbek, business discourse includes communication based more on politeness, respect, and simplicity. Additionally, efforts are made to adhere to forms and rules of politeness.

3. Syntactic Structure. In English, words that actively participate in planning and analysis are widely used. The syntactic structure in English is clear and logical, consisting of both simple and complex sentences:

Subject+Verb+Complement/Adverbial

The analysis indicates that the market is growing.
Subject: "The analysis"; Verb: "indicates"; Complement: "that the market is growing". This structure can be easily expanded or condensed. Such as "The analysis indicates that..." or "We aim to achieve...". However, short sentences help to convey information clearly and facilitate understanding.

The word order in Uzbek is more inflectional, based on case endings and verb prefixes:

Subject+Verb+Complement/Adverbial

Tahlil shuni ko'rsatadiki, bozor o'sib bormoqda.
Subject: "Tahlil"; Verb: "ko'rsatadi"; Complement: "bozor o'sib bormoqda". It is also possible to easily expand or reduce the structure: "Tahlil shuni ko'rsatadiki..."; "Bizning rejamiz quyidagilardan iborat...".

NEXT SCIENTISTS CONFERENCES

EXAMINING THE CROSSROADS OF HISTORY, EDUCATION, AND SOCIETY: THEORY, PRACTICE, AND POLICY
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Page No: - 81-84

4. Pragmatic elements.From a pragmatic perspective, it is very important to maintain a balance between ambiguity and clarity in English discourse, based on the context. For example, phrases like "We believe that..." or "It is essential to consider..." are often used in English, while in Uzbek, pragmatic elements are more based on respect and caution, with phrases like "Bizning fikrimizcha..." or "Muammo haqida o'ylashimiz zarur..." being used in communication."

There are significant differences between the linguistic structures of business discourse in English and Uzbek. English relies more on clear, direct, and technical terminology, while Uzbek places emphasis on respect and simplicity in the communication process. Both languages have their own specific terminology and phrases, which further complicates their interactions.

Thus, the two languages being compared, English and Uzbek, have distinct characteristics in the linguistic foundations of business discourse. We will summarize them in the table below:

Main Aspects	English Language	Uzbek Language
Terminology	Frequent use of technical and professional terms (e.g., ROI, KPI).	More loanwords are used (e.g., "*menedjment*").
Communication Style	Direct, concise, and focused on clear communication.	More formal, respectful, and cautious communication.
Syntactic Structure	Simple and complex sentences with logical structure.	Flexible word order with short and straightforward phrases.
Pragmatic Elements	Balance between precision and abstraction.	Emphasis on respect, clarity, and cautious expression.
Complexity	Broad and complex discourse with diverse features.	Simple, effective discourse with easily understood expressions.
Expressions	Rich in technical phrases, offering many variations.	Short, precise expressions with influence from Russian and English.
Other Differences	Acknowledges social positions in communication.	Focus on personal and social relationships in discourse.

In conclusion, studying the business discourse of both English and Uzbek enhances the importance of language in the global business environment. It improves communication, fosters intercultural interactions, develops effective business strategies, and creates opportunities to prepare for global competition. Additionally, the process of language learning significantly contributes to professional development.

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