

## ON THE ISSUE OF INTERPRETATION OF BUSINESS DISCOURSE (USING THE EXAMPLE OF THE ENGLISH LANGUAGE)

**Qodirova Mukaddas Tog'ayevna**

Lecturer Head of the Department of Theory and Methodology of Foreign Languages  
Termez State Pedagogical Institute, Termez, Uzbekistan,  
[qmuqaddas@mail.ru](mailto:qmuqaddas@mail.ru)

**Abstract:** This article is devoted to the study of business discourse in linguistics. It provides information about the terminology of business discourse, linguistic features of business discourse, and its politeness strategies.

**Key words:** *discourse, business discourse, politeness strategies, positive and negative strategies.* Global acceleration process and rapid business development can be represented by these three experienced and interacting areas: *marketing, social* and *value*. This became a necessary condition for increasing the special interest of modern business linguists of the world in the systematic and comprehensive study of the business discourse operating in the modern business community.

The study of the problem of business discourse is closely related to the following areas of linguistics directly related to this field: 1) business communication; 2) intercultural business communication; 3) business discourse; 4) established business and marketing terminology and etc.

Many global and local researchers have devoted their research to the issue of entrepreneurship/business discourse and its discourse analysis. Including 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-Schiarrini (2009), L.S. Beilinson (2009), V.G. Borbotko (2007), L.V. Bronnik (2012), Yu.V. Danyushina (2011), V.B. Kashkin (2010), O.M. Kutayeva (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. Khrumchenko (2014), Yu.A. Chernousova (2011), M.A. Shanayeva (2010), T.A. Shiryayeva (2014), L.R. Raurova, N.Z. The research of Normurodova (2020) can be acknowledged.

At this point, we found it necessary to dwell a little on the interpretation of "discourse". We hope that this will help to understand the topic further. Before "discourse" was used as a linguistic term, it was mainly interpreted logically and epistemologically (the branch of philosophy about "knowledge") and one of the linguists who first explained it is French linguist Emile Benveniste, a follower of F. Saussure. He does not approve of the oppositions of language as a system (*langue*) and language as speech (*parole*) introduced by F. Saussure and suggests using the oppositions of language and discourse by introducing the term discourse instead of the word speech (*parole*). In his opinion, "discourse is a higher level of speech, a discrete (separate) movement that always appears as an event and is activated by the speech of the speaker." [1]

In addition, it is worth noting that discourse as a linguistic term was introduced to the science for the first time in 1952 in the article "Discourse Analysis" by the American scientist Z. Harris. The linguist

said: "*Discourse is a set of spoken or written statements made by one or more persons in one situation*" [2].

So, discourse is a text formed before the eyes of the speaker. As the Uzbek linguist U.I. Shukurov said, discourse consists of words or sentences, and the content of the speech is often gathered around the concept of "reference" called "speech topic" [3].

So what is a "business" concept? In the Uzbek language, "**biznes**" (business) [ing. *business - work, training*] is any organizational, economic activity that generates income, aims at profit and does not violate laws; commerce; entrepreneurship. For example: *Бизнес, хўжалик юртишии қўламига қараб, йурик, ўрта ва кичик турларга бўлинади. («ЎзМЭ»)*. In the Uzbek language, there is a bit of confusion when naming people who are engaged in business, because they are often called "*biznesmen*", "*ishbilarmon*", "*tadbirkor*", "*uddaburon*", "*korchalon*". Let's dwell on their comments, then their differences will be clearly visible:

*biznesmen* — a person engaged in business - a businessman;

*tadbirkor* – a person who takes responsibility and engages in any economic activity that benefits society in order to earn income;

*ishbilarmon* —who knows the point of work, he can do a lot of work intelligently;

*uddaburon* —who can do everything;

*korchalon* — 1. A scholar who considers himself to be the most knowledgeable of all; velvet 2. Business-minded, nimble.

The typology of business discourse is important in linguistics, and the types of colloquial and institutional discourse are distinguished by their specific characteristics (direction, speech restrictions, change of communicative roles, level of structural structure, level of direct dependence on the text and number of goals). For example, while colloquial discourse reflects more everyday communication, institutional discourse is a special form of interaction between people who communicate according to certain social norms, whether they know each other or not, and this interaction mainly occurs between the representative of the institution (agent) and the client. It is important to strictly adhere to the rules of business discourse etiquette, which help to maintain order in business discourse, consistency in the behavior and behavior of business people, as well as to eliminate potential communicative tension. For example:

*Dearest Julia,*

*My assistant, Andrea, tells me that you're the sweetheart to whom I should address my most heartfelt appreciation. She has informed me that you are the single person capable of locating a couple of copies of this darling book for me tomorrow. I want you to know how much I appreciate your hard work and cleverness. Please know how happy you'll make my sweet daughters. And don't even hesitate to let me know if you need anything at all, for a fabulous girl like yourself.*

*XOXO,*

*Miranda Priestly.*

(L. Weisberger. *The Devil Wears Prada*)

There are many features of business discourse, which can be characterized by the following features:

- 1) a limited number of lexical units, most of which are linguistic clichés responding to typical situations of business communication;
- 2) use of denotative meanings of words to ensure accuracy, clarity and ambiguity of the message;
- 3) regulatory and imperative nature of documents;

- 4) documentation (every text has the character of a document);
- 5) stability (general patterns and expressions remain unchanged over time);
- 6) compliance with certain rules of business communication (verbal and written) to save time and effort of the participants of communication.

As we mentioned above, politeness strategy [4] plays an important role in discourse and is also reflected in maintaining social balance between communication partners, and it can be divided into positive politeness strategy and negative politeness strategy. The strategy of positive politeness is implemented with the following tactics:

- **solidarity tactics;**
- **tactics to create an atmosphere of identity within the group.**

№	Positive Politeness Strategy Tactics	Example
1.	<b>Solidarity tactics</b> is the manifestation of attention and interest in the listener, that is, quoting directly, engaging the listener in a dialogue, striving for agreement, taking into account the wishes and inclinations of the listener.	Customer: <i>What the heck is wrong with you people? I've been going around and around in your voicemail system and I haven't been able to even leave a voicemail. So I can get some help. I should be able to contact you without having to spend all my money on long-distance charges.</i> Employee: <i><b>I am going to help you and I apologize</b> if you've been having problems with our phone system. You're right that this shouldn't happen. Since you've already spent so much time on the phone, <b>can I ask you a few questions so I can help?</b></i>
2.	<b>Tactics for creating an atmosphere of identity within the group</b> are represented by dialect, slang, references to "you", various elliptical formations, as well as the use of personal names and leaving social statuses.	<i>Hello Kate! Are you ok?</i>

Negative politeness strategies in business discourse consist of providing the listener with freedom of action and are implemented with the following tactics:

- **tactics of using indirect speech actions;**
- **tactics of using phrases in softening modal sentences;**
- **tactics of personalizing communication participants.**

№	Negative politeness strategy tactics	Example
1.	<b>The tactic of using indirect speech actions</b> allows the speaker to make a request, delegate the task to someone else, avoid answering, and is carried out through polite speech forms and interrogative form.	<i>I'm sorry to bother you, but can I ask you for an agenda?</i>

2.	<b>Tactics of using phrases in softening modal sentences</b> is that it creates elemental reliable relations and is implemented through special forms of modal verbs.	<i>Could you borrow me an agenda? Would you like me to call him for you?</i>
3.	• Tactics of personalizing communication participants, that is, passive and impersonal constructions, is the use of indefinite pronouns.	<i>The smoking is forbidden in our hotel, Sir.</i>

All strategies are aimed at ensuring that customers receive the necessary information, convincing the partner to agree to the desired state of the speaker, as well as motivating them to take action.

In conclusion, the choice of politeness strategy is determined by the goals of business communication, but its effectiveness depends on the speaking ability of the communication participant and the ability to choose the most appropriate ways of its implementation.

#### FOYDALANILGAN ADABIYOTLAR

1. Goodrich P. Legal Discourse: Studies in Linguistics, Rhetoric and Legal analysis. – London: The Macmillan Press LTD, 1987. – P. 135.
2. Harris Z. Discourse analysis // Language. –1952. – №1. – P.3.
3. Shukurov U.I. Siyosiy diskurs: nazariy asoslari va kommunikativ strategiyasi: Filol.fan.bo'yicha fal.dok-ri diss...avt-ti. – Andijon – 2023. – 50 b.
4. Qodirova Mukaddas Tog'ayevna. (2022). THE STUDY OF PRAGMATIC FEATURES OF ADDRESSING UNITS IN UZBEK LANGUAGE. CURRENT RESEARCH JOURNAL OF PHILOLOGICAL SCIENCES, 3(03), 61–66. <https://doi.org/10.37547/philological-crjps-03-03-12>