Business Discourse in the Context of Intercultural Communication and Interlinguistic Pragmatics

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ABSTRACT

This article examines the role of intercultural communication and interlinguistic pragmatics in regulating English business discourse and highlights its importance in ensuring effective communication in a business environment. Also, in the article, it is scientifically based that intercultural communication means a standardized language practice formed on the basis of cultural norms and assumptions. They are essential for maintaining professionalism, accuracy and mutual understanding in business interactions. The analysis shows the influence of interlinguistic pragmatics on various aspects of communication, including formal greetings, email formats, and industry terminology. Drawing on theories of linguistics and philosophy, the research emphasizes the importance of intercultural communication and interlinguistic pragmatics to legal and ethical standards in global business communications. By learning historical context and contemporary applications, this article demonstrates how intercultural communication and interlinguistic pragmatics facilitate effective interaction and compliance, and ultimately contribute to the success of business operations.

Keywords: Business discourse, business communication, hierarchical relationships, legal and ethical standards, business landscape, professional context, intercultural communication, interlinguistic pragmatics.

1. INTRODUCTION

Business communications are increasingly important features in today's era of globalization. Economic relations have been extended, and accordingly, the volume of trade and investments grows: meaning business discourses between languages and cultures in contact do influence each other [1: 11]. English and Uzbek business discourses lie at the heart of these processes developed by the influence of intercultural and interlinguistic factors. While English has grown internationally as the business language [2: 368], Uzbek too is forming its national and regional business discourse. This paper discusses both English and Uzbek business discourses from intercultural and interlinguistic perspectives. The key objective of this paper is to establish how language and culture influence business communications, interlinguistic shifts, and styles of communications.

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" [4: 31].

2. CONTRASTIVE ANALYSIS OF ENGLISH AND UZBEK BUSINESS DISCOURSE

The study of business discourse from intercultural and interlinguistic perspectives is one of the widely explored topics in

scientific research, requiring a deep examination of the interconnection between language, culture, social strata, and communication styles. When comparing English and Uzbek business discourse, numerous scholarly sources focus on the role of language in a cultural context, analyzing the linguistic characteristics of various social groups. Researchers have emphasized how social, cultural, and economic realities are reflected through business communication in different linguistic communities [5]. For instance, in English business discourse, F. Bargiela-Chiappini and C. Nickerson studied how sociocultural norms, politeness strategies, and power dynamics are formed in business communications [6]. As the lingua franca of international business, English often emphasizes efficiency and clarity; however, depending on hierarchical relationships, it also involves complex negotiations of politeness and formality. In Uzbek, the sociocultural norms of discourse have been sufficiently studied, with respect for elders and formality holding paramount importance. However, the way in which business communication in Uzbek reflects cultural values such as collectivism and indirectness has not been fully explored. It is important to emphasize that the comparative approach to English and Uzbek business discourse is based on the theoretical foundations of sociolinguistic analysis, including J.A. Fishman's theory of "domains" [7] and D. Hymes's concept of the "Ethnography of Communication" [8]. These theories help in understanding how business discourse operates within various social contexts. In both English and Uzbek, discourse is developed by socio-economic structures, cultural expectations, and professional behavior norms. Therefore, sociolinguistic research on business language provides a rich field for comparative studies.

Business speech also attracts the attention of linguists with an interest in business rhetoric, ethics and strategy for business negotiations, presentations, etc. Among the studies in this area, we note the following works: T. V. Anisimova (genres of business speech), T. V. Andryukhina (presidential discourse), E. V. Bobyreva (phatic strategy), P. Voloshin (business contacts), M. V. Koltunova (rhetoric, ethics), N. G. Semyonova (business

communication strategy), B. S. Slepovich (business communication), I. N. Tupitsyna (oral business dialogue), Yu. Yu. Filonova (business negotiations), L.M. Khobrakova (business plan).

Depending on the business issues that are the topic of the text, according to Z. I. Guryeva, the topics of business texts are as follows: 1) management problems; 2) personnel issues; 3) financial issues; 4) production issues; 5) commercial problems; 6) marketing problems; 7) logistics problems; 8) general economic problems; 9) political and legal problems; 10) issues related to the influence of non-governmental pressure groups; 11) technological issues; 12) problems of influence of factors of the international environment; 13) demographic problems; 14) sociocultural problems [9: 36]. Based on this thematic classification, all genres of speech in business were divided by the author according to the method of communication and based on the simplicity - complexity of their composition.

3. LINGUISTIC FEATURES OF UZBEK BUSINESS DISCOURSE

Uzbek business discourse is characterized by a blend of traditional and modern influences. The use of phraseological units reflects the values and social norms of Uzbek society, such as respect, community orientation, and indirect communication. Characteristics of Uzbek business speech include:

1. **Cultural reflection**: Many phraseological units in Uzbek business settings stem from proverbs and traditional sayings. These expressions often highlight the importance of wisdom, patience, and strategic thinking – values deeply rooted in Uzbek culture.
2. **Politeness and indirectness**: Uzbek business communication tends to be indirect and polite, often using phraseological units to soften requests or criticisms. This approach helps maintain harmony and respect in professional relationships.
3. **Metaphorical language**: The use of metaphors is prevalent, allowing speakers to discuss complex business situations in

relatable terms. Metaphors drawn from agriculture, nature, and daily life are common, reflecting the agrarian history of Uzbekistan.

In today's business landscape, effective communication is critical to success. The regulation of business English discourse includes guidelines, norms and legal frameworks that govern how the language is used in business settings. These rules ensure accuracy, professionalism and compliance, and facilitate effective interactions and transactions. Regulating business discourse is important to maintain professionalism and consistency throughout communications. This helps to:

1. **Ensure clarity**: Clear instructions help avoid misunderstandings and ensure messages are conveyed correctly.
2. **Maintain professionalism**: Adherence to standards makes communication formal and polite and worthy of respect. This is essential for maintaining business relationships.
3. **Compliance with legal standards**: – Regulations help businesses comply with laws related to advertising, data protection and more.

4. LEGAL, ETHICAL AND CULTURAL CONSIDERATIONS

We would like to dwell on the analysis of the above-mentioned classification features: Business communication often requires a level of formality and politeness [10] (maintaining professionalism) that is not common in casual conversations.

- **This includes the use of titles (titles, for example**: *Mr., Mrs., Ms., Miss, Master, Sir, Madam, Dr., etc.); polite requests (Could you...?, Would you ...?, Excuse me, ..., Would you mind... / Do you mind...?, Do you think you could help me with...?, Would you be able to help me with ... ? etc.)* and official closure (*Yours truly, Sincerely, Thanks again, Appreciatively, Respectfully, Faithfully, Regards, Best regards, etc.*) Using the words *Please* and *Thank you* as well

as. Appropriate greetings such as *Dear Mr. Smith* are common examples.

- **Developing business discourse around standardized formats**: Email messages, reports, and presentations generally follow standardized formats to ensure clarity and professionalism. For example, e-mail messages often include greetings (*Good morning/afternoon/evening; Hello/Dear, I hope this email finds you well; Thank you for your time and attention; I am contacting you in regards...; Thank you for getting in touch with... etc.*), followed by a clear goal and ending with a call to action or closing statement.

- **Use of business-specific jargon:** Using business-specific terminology helps convey expertise and ensures that the message is understood by the intended audience. For example, terms like *ROI (Return on Investment)* or *B2B (Business to Business)* are commonly used in business discourse.

- **Pragmatic conventions are not static:** They differ according to context and audience. For example, in a multinational corporation, the level of formality (Ex.: –*Good morning, Mr. Brown. – Good morning, Miss Nightingale.*) and the type of language used may differ significantly from the start-up environment.

Regulation of business discourse refers to guidelines and norms that determine how business communication should be conducted. This may include internal company policies and wider industry standards. They include:

- **Internal communication policy**: companies often have clear guidelines for internal and external communication of employees. These may include email templates, meeting guidelines, and sensitive data handling protocols. Such policies provide consistency and help maintain a company's brand voice.

- **Legal and ethical standards**: business communications must comply with legal standards such as advertising standards, consumer rights and data protection laws. Ethical

considerations also play a role in ensuring that communication is honest and respectful. For example, The General Data Protection Regulation (GDPR) in Europe affects how companies use personal data.

- **Cultural sensitivity**: Understanding cultural differences in communication is critical in a global business environment. This includes directness, hierarchy and including being aware of various conventions related to negotiation styles. For example, while direct communication may be valued in Western cultures, more indirect approaches may be preferred in Asian contexts.

5. CONCLUSIONS

In conclusion, both English and Uzbek business discourses utilize implicitness through various linguistic tools, reflecting their cultural and communicative preferences. While metaphors and euphemisms dominate in English, Uzbek relies more on euphemisms and implicatures, emphasizing caution and politeness. These differences highlight the significance of cultural values and respect in shaping indirect communication strategies in each language, ensuring effective and nuanced business interactions.Pragmatic conventionality and intercultural communication are important components of English business discourse. By following established conventions and rules, professionals can ensure that their communications are effective, respectful, and in line with industry standards. Also, in-depth study of the role of pragmatic conventionality in the regulation of English business discourse, the ability to communicate effectively across cultures and contexts in a rapidly developing global business environment will serve as key skills for success.

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