



Journal Website:
<https://theusajournals.com/index.php/ajps>

Copyright: Original content from this work may be used under the terms of the creative commons attributes 4.0 licence.

DISTINGUISHING BUSINESS COMMUNICATION LANGUAGE FROM EVERYDAY LANGUAGE

Submission Date: March 15, 2024, Accepted Date: March 20, 2024,

Published Date: March 25, 2024

Crossref doi: <https://doi.org/10.37547/ajps/Volume04Issue03-07>

Safina Farida Axatovna

Teacher Of German Language, The Faculty Of Foreign Languages At Jizzakh State Pedagogical University (Uzbekistan)

ABSTRACT

The problem of business communication has been relevant and in demand at all times. Since the emergence of joint activity and the need for people to agree among themselves to get the desired result, the question of the effectiveness of communication has arisen. What is a person in the process of communication? Can people live and create together? Do they really do nothing but prick each other like hugging porcupines, as A. Schopenhauer believed, and exterminate themselves by exchanging exhaled nitrogen in communication, as P. Y. Chaadaev claimed? Or, as D. S. Likhachev believed, by communicating, people create each other, become better, wiser? These questions have been topical for many years, and there are as many answers as there are variants of human behavior in communicative activity.

KEYWORDS

Formal tone, casualness, "human-to-human", verbal and non-verbal influence, interaction.

INTRODUCTION

Distinguishing business communication language from everyday language often involves using formal tone, precise terminology, and structured formats. It tends to prioritize clarity and professionalism over casualness. Key elements include clear subject lines,

formal greetings, avoidance of slang or colloquialisms, and adherence to professional grammar and punctuation standards. Additionally, business communication often includes elements like memos, reports, and presentations, which require a more

structured and organized approach compared to casual conversations.

Especially acute are the issues of effectiveness of business communications for people whose professional activity belongs to the category of "human-to-human", that is associated with constant communication with other people. There are professions, communicative by nature - psychologist, teacher, doctor, manager, marketer, social worker and others. In these spheres of activity, any professional task at a certain stage of its solution, becomes a communicative task, when you have to influence other people: to persuade, explain, instruct, inspire, etc. That is why communicative competence for this category of specialists is considered a professionally significant characteristic, a pledge in business relations.

Mastering the basics of business communication will allow specialists to interact effectively with business partners, to increase the communicative culture of personality, to skillfully overcome communicative difficulties, to develop individual communicative potentials. And this, in turn, will increase the stress resistance of the individual in the workplace, raise his self-esteem and self-respect, allow to gain confidence and positive attitude in business circles.

Knowledge of the basics of business communications, strategies of influence and manipulation, mechanisms of verbal and non-verbal influence, styles of productive

listening stimulate the processes of self-knowledge and self-development of personality in the communicative sphere. Consideration of typical difficulties of business communication, communicative barriers and forms of destructive communication will allow to develop strategies for overcoming difficulties, to form constructive styles of coping behavior, to find the best way out of a conflict situation. Determination of individual communicative potentials, gender features, dominant personal characteristics that condition communicative activity, contributes to the creation of an attractive image in the sphere of business relations and the formation of an individual style of business communication. Knowledge of the main forms of business communications, rules of their preparation and conduct, ethical norms of negotiations, meetings, telephone conversations, discussions, public speeches will help professionals to master an individual system of communicative techniques, competently solve professional problems, self-improvement in the communicative sphere.

Business communications are characterized by a number of features that reflect their essence and distinguish them from other types of interpersonal interaction:

Business communications are strictly purposeful;

- are regulated by normative documents (regulations, orders, programs, charters);

- have a functional-role character, conditioned by the necessity of observing etiquette, ceremonies, accepted procedures, which is expressed in certain rules of the "game", official clothes, professional vocabulary, caste, restraint, communication within certain circles;
- positionally formalized, hierarchical, which is reflected in the need to observe subordination in relations between superiors and subordinates;
- they are realized in certain forms of communication, styles of interaction; they are connected with the use of professional vocabulary;
- business communications are attributive, i.e. communication takes place in special rooms, which presuppose specific organization of space, appropriate environment, furniture, office equipment, lighting.

The process of communication includes a number of stages: sending a message, its transmission and receipt. The most important elements of the communication process are the sender (communicator), receiver (addressee), communication channel (how information is transmitted); message content (what is transmitted) and feedback. The positive aspects of business communication language include clarity, professionalism, and effectiveness in conveying information. By using formal language, individuals can communicate with precision, reducing the likelihood of misunderstandings. This language

also promotes professionalism, which is essential for maintaining credibility and building trust in business relationships. Additionally, structured formats and conventions help streamline communication processes, making it easier to collaborate, negotiate, and make decisions within organizations.

REFERENCES

1. Gee, James P. An Introduction to Human Language: Fundamental Concepts in Linguistics. New Jersey: Prentice Hall. 2000
2. Averchenko L. K. Management of communication. - Moscow: INFRA-M, Novosibirsk: NGAEIU, 2001.
3. James D. Effective Self-Marketing: The Art of Creating a Positive Image. - Moscow: Filin, 1998.
4. Heckhausen H. Motivation and activity. - Moscow: Pedagogy, 1986.
5. Kramsch, Claire. 2005. Language and Culture. Oxford: Oxford University Press
6. Kroeber dan Kluckhohn. 1952. Culture, a critical Review of Concepts and Definitions. Chicago: Universit of Chicago Press
7. Jaeger Jan. Business Etiquette: How to Survive and Succeed in the Business World. - Moscow: John & Sons, 1999.