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FUNCTIONS OF PHRASEOLOGICAL UNITS IN UZBEK BUSINESS DISCOURSE

Submission Date: Sep 14, 2024, Accepted Date: Sep 19, 2024,

Published Date: Sep 24, 2024

Crossref doi: <https://doi.org/10.37547/ajps/Volume04Issue09-07>

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ABSTRACT

This article explores the functions of phraseological units (PUs) in Uzbek business discourse, shedding light on their role in cultural and linguistic contexts. Phraseological units, which include idioms, collocations, and proverbs, are essential in conveying nuanced meanings, expressing cultural values, and enhancing communication efficacy in business interactions. The research employs a combination of continuous sampling, systematization, component analysis, and discourse analysis methods, supported by a review of both domestic and international literature on phraseology and business communication. Findings reveal that in Uzbek business discourse, PUs serve multiple functions: they reflect cultural values, such as respect and community orientation; facilitate indirect and polite communication; and employ metaphors drawn from traditional contexts like agriculture. Specific examples include idioms and proverbs that emphasize hard work, strategic thinking, and resilience. The study concludes that PUs are integral to effective business communication in Uzbekistan, enhancing rapport, persuasion, and understanding. The ongoing integration of traditional phraseology with modern business practices continues to evolve, underscoring the dynamic nature of Uzbek business discourse.

KEYWORDS

Phraseological Units, Uzbek Business Discourse, Cultural Values, Metaphorical Language, Communication Efficiency, Business Communication.

INTRODUCTION

The study of phraseological units within the context of Uzbek business discourse provides insights into the cultural and linguistic nuances that shape business communication in Uzbekistan. Phraseological units, including idioms, collocations, and proverbs, play a critical role in conveying meaning, expressing cultural values, and facilitating understanding in business interactions.

Phraseology (from Greek φράσις phrasis, “way of speaking” and -λογία -logia, “study of”) [3: 78], a significant aspect of linguistic studies, pertains to the study of set expressions, fixed phrases, idioms, and other multi-word lexical units that exhibit a degree of conventionalization. The scope of phraseology extends beyond simple lexical items to include complex syntactic and semantic phenomena. When examining different functional styles—such as scientific, journalistic, literary, and colloquial—the interpretation and application of phraseological units vary, reflecting the distinctive characteristics of each style.

The scope of phraseology can be defined by: 1) Breadth of Units: encompassing idioms, collocations, sayings, proverbs, and other set expressions; 2) Functional diversity: How these units operate in different contexts and styles; 3) Linguistic and Cognitive Dimensions: Exploring how phraseology intersects with cognition and cultural expressions.

Traditionally, there are broad and narrow approaches to determining the scope of phraseology. The above approaches are based on the well-known classification according to the degree of semantic unity and motivation of the meaning of phraseological units, developed by V.V. Vinogradov and expanded by N.M. Shansky.

In the narrowest understanding, only idioms are included in phraseology, since they directly possess the entire set of categorical (distinctive) features of a phraseological unit (lexical meaning, component composition, the presence of grammatical categories) [10: 71].

With a broad approach, on the contrary, these units are included in the object of study of phraseology on the basis of the possession of such features as stability and reproducibility, which are integrative for both idioms and phraseological expressions and combinations.

Phraseological units (PUs) encompass a variety of fixed expressions, including idioms, collocations, phrasal verbs, and proverbs. In business discourse, these units are invaluable for their ability to convey nuanced meanings, establish rapport, and enhance communication efficiency. They are integral to the language of business, helping professionals’ articulate ideas succinctly and effectively. However, linguistic features of Uzbek business discourse have not been sufficiently studied in linguistics.

This article aims to study the functions of phraseological units (PUs) in the Uzbek language from the business point of view together with the consistent research of phraseological units. Effective use of phraseological units in business discourse increases cultural sensitivity of business professionals and contributes to effective conversation.

LITERATURE REVIEW

Phraseology encompasses various expressions, including idioms, collocations, phrasal verbs, and other fixed or semi-fixed expressions. It is a discipline that bridges the gap between lexical semantics and syntax, and it plays a crucial role in understanding language in use. According to Alison Wray, phraseology is deeply rooted in cultural context, making its study in a cross-linguistic framework complex yet essential for a comprehensive understanding [7: 80]. Scholars such as I. Mel'čuk (1995) [4] and Cowie (1998) [1] emphasize that phraseological units are integral to the fluency and idiomaticity of a language.

N.M. Shansky argues that a phraseological unit is a completely rethought word combination, and phrases with non-reinterpreted words are only a component [11: 72]. A.V. Kunin shares the point of view of N.M. Shansky and considers a phraseological unit as “a stable phrase combination of lexemes with a completely or partially rethought meaning” [9: 28].

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. Bobyрева (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 [8: 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.

Business discourse plays a big role in the communication process. According to T.A. Shiryayeva, business discourse is an extremely broad concept that covers both the language system (that part that is specifically focused on this category of messages) and speech activity [13: 19]. E.I. Sheigal adds that in business discourse, as in any other discursive component, a certain sublanguage (specific vocabulary, phraseology) is used [12: 60].

Phraseologisms used in business communication have not until now been the subject of special research as linguistic means of expressing a national and status-oriented expression plan.

METHODOLOGY

The theoretical basis of the study is the work of domestic and foreign scientists in the field of functional pragmatics of English discourse, lexicology, phraseology, stylistics, rhetoric (N.N. Amosova, A.G. Anisimova, I.V. Arnold, N.D. Arutyunova, S.Bally, M.Black, V.V. Vinogradov, V.G. Gak, I.R. Galperina, J.P. Gee, R.W. Gibbs, V.Z. Demyankov, T. van Dyck, M.Johnson, V.Koller, A.B. Kupin, J.Lakoff, M.L. Makarova, E.H. Malyuga, T.E. Nazarova, E.V. Ponomarenko, T.S. Samokhina, A.I. Smirnitsky, G. Steen, D. Sperber, V.N. Telia, D. Wilson, A.A. Kharkovskaya, M.A.K. Halliday, J.R. Hobbs, W. Chafe), sociologists, journalists, culturologists who have

studied the peculiarities of the national mentality of residents English-speaking countries.

The object of the study is phraseological means of English business discourse. The subject is the functional properties of phraseological units in the process of forming the pragmatics of the named type of discourse. The set objectives determined the choice of research methods: continuous sampling, systematization, interpretation, component analysis, methods of discourse analysis, including techniques of corpus linguistics, pragmatic analysis, semantic analysis of conceptual metaphors and semantic areas forming phraseological units of metaphors.

RESULTS

Phraseological units are fixed expressions that convey meanings not directly deducible from the individual words. They are integral to understanding the subtleties of language and are often embedded with cultural significance. In the context of business, these units can influence negotiations, decision-making, and interpersonal relations.

In the Uzbek language, phraseological units are deeply rooted in the cultural and historical context. They often draw on metaphors, proverbs, and idioms that reflect the values and norms of Uzbek society. For example, expressions related to trade, agriculture, and social hierarchy are common, reflecting the historical influences on the Uzbek business environment.

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.

Examples of Phraseological Units:

Idioms: “Qo‘l berib, qo‘l olish” (literally, “to give a hand and take a hand”) is used to signify mutual agreement or cooperation, reflecting the importance of reciprocity in business relationships;

Tog‘ni ko‘chirish (Moving mountains) – used to describe achieving difficult tasks or overcoming significant challenges in business projects;

Qoniqish o‘limga olib boradi (Satisfaction leads to death) – Emphasizes the need for continuous improvement and innovation in business;

Toshni suvga tashlab, toshni kutmoq (Throwing a stone in water and waiting for it to float) – Illustrates the futility of waiting for impossible outcomes, urging realistic planning and decision-making.

Proverbs: “Savdo qil, yurtni ko‘r” (literally, “Do business, see the country”) suggests that engaging in business can lead to broader experiences and learning, highlighting the value of trade as a means of gaining knowledge.

Phraseological units in Uzbek business discourse serve as powerful tools for:

- Building Rapport: Using culturally resonant expressions helps build trust and rapport between business partners.

- Enhancing Persuasiveness: Well-chosen phraseological units can make arguments more persuasive and memorable.

- Facilitating Understanding: They provide clarity and context, making complex ideas more accessible to diverse audiences.

The analysis of phraseological units in Uzbek business discourse reveals their essential role in effective communication. By understanding these expressions, business professionals can navigate the cultural landscape more adeptly, fostering successful and meaningful engagements. As Uzbekistan continues to integrate into the global economy, the interplay between traditional phraseology and modern business practices will continue to evolve, enriching the linguistic tapestry of Uzbek business discourse.

In Uzbek business discourse, phraseological units often reflect cultural values and business practices. Here are some examples along with a linguo-culturological analysis:

Pul topish uchun ter to'kish (To sweat for money) – This phrase emphasizes the value of hard work and effort in earning money. It reflects the cultural belief that success is achieved through diligence and perseverance.

Qo'lni qovushtirib o'tirish (To sit with folded hands) – Used to describe inaction or idleness in business, this phrase highlights the cultural disdain for passivity and the importance of being proactive in business dealings.

Yog'ni ko'tarib olish (To take the cream) – This phrase refers to taking the best part of a deal or opportunity. It reflects a competitive spirit and the cultural importance placed on securing advantageous positions in business.

Bozorni boshqarish (To control the market) – This reflects strategic thinking and leadership in business, indicating a cultural value placed on influence and authority in economic activities.

Suvdan quruq chiqmoq (To come out dry from the water) – This means to emerge unscathed from a difficult situation. It reflects the cultural admiration for cleverness and resilience in overcoming challenges.

Linguo-Culturological Analysis:

Cultural Values: These phrases often emphasize hard work, strategic thinking, and resilience, which are valued traits in Uzbek culture.

Business Practices: Reflects common business practices such as competition, market control, and risk management.

Metaphorical Language: The use of vivid metaphors is common, drawing on everyday experiences to convey complex business concepts.

Social Attitudes: Shows the importance of proactivity and adaptability in the business environment.

DISCUSSION

As a result of the analysis, the following functions of phraseological units in business speech were determined:

1) Conveying Complex Ideas Concisely. Business communication often requires the conveyance of complex concepts in a straightforward manner. Phraseological units can encapsulate intricate ideas succinctly, making communication more efficient.

2) Enhancing Persuasiveness. The use of culturally resonant expressions can enhance the persuasive appeal of a message, as they tap into shared cultural knowledge and values. This is particularly useful in negotiations and marketing, where establishing rapport and trust is crucial.

3) Reflecting Cultural Values. Phraseological units often embody cultural values, such as collectivism, respect for hierarchy, and the importance of relationships. In Uzbek business discourse, these units can signal adherence to these values, thus reinforcing social norms and expectations.

Structurally, phraseological units in Uzbek can vary widely, ranging from simple collocations to more complex idiomatic phrases. They can be categorized into several types based on their syntactic and semantic properties:

Collocations – Common word pairings that occur together frequently, such as “savdo kelishuvi” (trade agreement), which are often used in formal business contexts;

Idiomatic Expressions – These are more metaphorical and often context-dependent, such as “Ko‘prik qurish” (to build a bridge), which metaphorically refers to establishing connections or partnerships.

Proverbs and Sayings: These units often carry moral or practical lessons, like “Ishda keling, so‘zda emas” (literally, “Let the work speak, not the words”), emphasizing action over rhetoric.

While phraseological units can enrich communication, they also present challenges, particularly in cross-cultural contexts where such expressions may not be easily understood by non-native speakers. In international business settings, the use of phraseological units must be carefully considered to avoid miscommunication.

CONCLUSION

The investigation into the functions of phraseological units in Uzbek business discourse highlights their pivotal role in shaping communication practices within the Uzbek business environment. Phraseological units, encompassing idioms, collocations, proverbs and other fixed expressions, are integral to effective business communication in Uzbekistan. They not only convey complex ideas concisely but also enhance persuasiveness and reflect cultural values inherent in Uzbek society.

Through the analysis, it becomes evident that phraseological units serve several crucial functions in business interactions:

1. Cultural Reflection: These expressions embody the cultural norms and values of Uzbek society, such as respect, community orientation, and indirect communication. They provide a window into the cultural and historical influences that shape business practices in Uzbekistan.

2. Enhanced Communication: By encapsulating intricate concepts in succinct phrases, phraseological units facilitate clearer and more efficient communication. They enable business professionals to articulate ideas more effectively and foster mutual understanding.

3. Persuasiveness and Rapport Building: The use of culturally resonant expressions can strengthen the persuasiveness of messages and build trust between business partners. This is particularly valuable in negotiations and other interactions requiring rapport and credibility.

4. Navigating Complex Business Contexts: Phraseological units help in discussing and managing complex business situations, reflecting the strategic and competitive aspects of the Uzbek business landscape.

The article underscores the need for business professionals to be aware of these linguistic tools to navigate the cultural and communicative intricacies of Uzbek business discourse. As Uzbekistan continues to engage more with the global economy, the interplay between traditional phraseology and contemporary business practices will likely evolve, influencing the dynamics of business communication.

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