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THE METHODS OF STUDYING IMPLICITNESS IN BUSINESS DISCOURSE (BASED ON THE ANALYSIS OF THE UZBEK AND ENGLISH LANGUAGES)

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ABSTRACT

This article explores the use of implicitness in English and Uzbek business discourse, focusing on metaphors, euphemisms, and implicatures. It highlights how cultural and linguistic factors influence indirect communication strategies in both languages. While English favors metaphor and euphemism for subtle expression, Uzbek places greater emphasis on euphemism and implicature, often linked to cultural values of respect and politeness. The analysis provides insights into how these strategies enhance business interactions, facilitating polite and effective communication across different cultural contexts.

KEYWORDS

Implicitness, business discourse, metaphor, euphemism, implicature, cultural communication.

INTRODUCTION

In modern linguistics, discourse analysis became one of the broad scientific directions, and implicitness—the hidden, indirectly expressed meanings—especially became an object of research in business discourse. The word “implicit” comes from the Latin word

implicite, which is an adverb meaning “including within itself” [1] or “involving”. This term is referred to as something that obtains within, which is indirectly expressed, not manifested outside, not explicitly expressed, concealed, and vague. This meaning is

contrary to the word explicit. Implicitness is a linguistic phenomenon whereby, through an indirect way, some idea or meaning is expressed in a hidden manner. That is, even though something is not overtly mentioned in a certain context or situation, the listener or reader grasps the information conveyed by the speaker or writer through the proper context. The understanding of implicitness bears great importance in the interaction of language with culture. This phenomenon—characteristic of the pragmatic aspects of language—in specific institutional contexts, such as business communication, efficiently helps to shape the multi-layered meanings via hidden communicative intentions, social positions, and cultural codes by participants in the discourse.

In Uzbek and English, various forms of implicitness in business discourse depend on the lexical, syntactic, and pragmatic features typical of these languages. The article discusses the issue of implicit meaning creation in the English and Uzbek business discourses, their semantic and axiological features, cognitive and pragmatic methods of analysis within its framework.

LITERATURE REVIEW

The study of implicitness in business discourse is of utter importance from both the linguistic and pragmatic viewpoints, pointing to the necessity of researching the hidden and indirectly expressed meaning in language. Many scholars in linguistics have

conducted research regarding implicitness and hidden meaning within business discourse. Such scholars include John Searle (1969) [7], Herbert Paul Grice (1981) [6], Deborah Tannen (1982) [9], Van Dijk Teun (1985) [10], M. Hakimov (2001) [2], Dan Sperber and Deirdre Wilson (2004) [4], T.A. Shiryayeva (2008) [3] and A. Shamaxmudova (2017) [8] have dedicated their works to discourse, pragmatic meanings and implicitness.

By its very nature, implicitness conceals the communicative goals and makes them clear only for participants in the interaction who know the proper context. It finds strategic usage especially in intercultural business communication. Theories of implicature and speech acts by P. Grice and J.R. Searle provide deep analysis of this. Grice's "conversational implicature" [5:166] explains how hidden meanings form in conversation, while Searle analyzes how indirect meanings are conveyed through speech acts. Both works are crucial for understanding hidden meanings in business discourse.

P. Grice explained "implicitness as the idea that words in conversation carry not only literal meanings but also additional ones, depending on context and rules" [6:187]. These meanings are understood implicitly. Grice's "maxims" for effective communication include quantity, quality, relation, and manner. Implicit meanings often appear when these maxims are violated. For instance, when asked "Is Ali coming?" and

the reply is “His car broke down”, it implies that Ali is not coming without saying it directly, adhering to the maxim of relation.

Further, the works of Teun A. van Dijk have focused on cognitive and social aspects of discourse analysis [10]; the hidden intentions of communication participants can be comprehensible. He has analyzed how differently the participants in different contexts hide their social positions and goals, and how these can be revealed.

Among them, the works of A. Shamaxmudova have a special meaning from a pragmatic and sociolinguistic point of view in the Uzbek language. She disclosed in her scientific works the features of indirectly expressed pragmatic meanings peculiar to the Uzbek language. The research by Abdurazzoqov considers cultural characteristics that help to understand the hidden meanings in Uzbek business discourse.

METHODOLOGY

Considering the above-mentioned, research on implicitness in Uzbek and English business communication uses the following method:

1. Discourse analysis: This method examines contextual, linguistic, and pragmatic aspects to explore how hidden information is conveyed between the speaker and listener. Discourse analysis is applied to business documents, letters, and negotiation texts

in Uzbek and English to reveal indirectly expressed meanings.

2. Cognitive Approach: This approach examines how the speaker's and listener's knowledge helps interpret implicit meanings. By using concepts from cognitive semantics and frame semantics, it explores how hidden meanings in business interactions are understood through context and shared knowledge.

3. Pragmatic Analysis: Implicitness often appears as a pragmatic phenomenon. Using Grice's "conversational implicature" and Searle's "speech act theory," hidden meanings in business discourse are identified. Pragmatic analysis focuses on meanings that are not directly stated but are interpreted through context or culture.

4. Comparative Analysis: The article compares implicit meanings in Uzbek and English business discourse, focusing on differences in linguistic features, pragmatic processes, and cultural contexts. It analyzes and contrasts how hidden meanings are formed and the linguistic strategies used in both languages.

Research Materials: The study uses business documents, commercial correspondence, advertisement texts, contracts, and business letters in Uzbek and English. These texts are analyzed to explore the language's ability to convey indirect meanings, and comparative conclusions are made.

RESULTS

To reveal the characteristics of implicitness in business discourse, let's analyze a few examples provided below:

Example 1: Hidden meaning in business correspondence (English language)

Text: “We believe your proposal has potential, but further evaluation is needed before we can move forward”. Here, the implicit meaning suggests that the company is not prepared to accept the proposal in its current form. The phrase “further evaluation is needed” subtly indicates hesitation or possible rejection, as the company has not yet made a decision. While not directly stated, the underlying message is that the proposal is unlikely to be accepted at this time.

Example 2: Hidden meaning in an advertisement (Uzbek language)

Text: “Bizning yangi mahsulotlarimiz muvaffaqiyatli hayotning kalitidir”. In this case, the advertisement does not explicitly state that the product is of high quality or effective. However, by using the metaphor “muvaffaqiyatli hayotning kaliti”, it implicitly suggests that the product is essential for achieving success. This indirect communication appeals to the audience by implying the product's importance without directly claiming its superiority.

Example 3: Indirect expressions during negotiations (English language)

Text: “I see what you're suggesting, but we have to think about the long-term effects”. In this sentence, it is indirectly implied that the proposal is not being accepted. Without giving a direct rejection, the reference to “long-term effects” suggests that the proposal will not be accepted at this time. Here, the company avoids giving a clear answer while subtly indicating that they are not ready to make a decision, implying a possible rejection.

Example 4: Hidden Phrase in a Commercial Contract (Uzbek Language)

Text: “Mijozga xizmat ko'rsatish sifatini oshirish maqsadida, qo'shimcha xizmat haqi belgilanishi mumkin”. Here, the phrase “qo'shimcha xizmat haqi belgilanishi mumkin” implicitly suggests that the customer might have to pay more in the future. While it doesn't directly state that extra payment is required, it hints at the possibility of introducing an additional fee later on.

Example 5: Indirect Expressions Regarding Collaboration (English Language)

Text: “We are excited about the potential collaboration, but we need to align our priorities first”. Although this sentence does not explicitly reject the collaboration, the phrase “align our priorities”

implicitly suggests that the collaboration is not possible at the moment. This indirect expression hints that the collaboration cannot proceed under the current circumstances, without directly saying so.

Sources: Currently, the above examples are based on real-life situations commonly encountered in general business discourse.

DISCUSSION

Implicitness in correspondence (emails, business letters, commercial proposals) is a key business tool. It allows professionals to stay formal and polite while indirectly conveying information, enhancing communication effectiveness. Let's explore examples of how these methods are used in correspondence:

1. Metaphor:

Situation: Presenting a new product to customers.

Text: “Bizning yangi dasturiy ta’minotimiz sizning biznesingiz uchun ishonchli kemaday — sizni muvaffaqiyatli manzillarga olib boradi”. In this example, the metaphor implicitly highlights the product's strengths. Instead of directly listing features, it uses imagery to convey the benefits, evoking positive emotions in the customer and making the message more engaging.

2. Euphemism:

Situation: Informing a customer about a price increase.

Text: “Xizmatlarimizning yuqori sifatini saqlab qolish maqsadida, biz xizmatlar ro‘yxatidagi ayrim yangilanishlarni amalga oshirdik”. Here, a euphemism is used to soften the message about a price increase. Words like “yangilanishlar” and “yuqori sifatni saqlab qolish” are employed to indirectly communicate the change, making it sound more gentle and customer-friendly.

3. Indirect Offers:

Situation: Proposing a new partnership.

Text: “If you join our new project, we are confident that our partnership will be successful”. In this example, the offer is suggested indirectly rather than stated outright. This approach implies a willingness to collaborate while giving the recipient space to consider the proposal without feeling pressured.

4. Implicature:

Situation: Informing a customer about a delay.

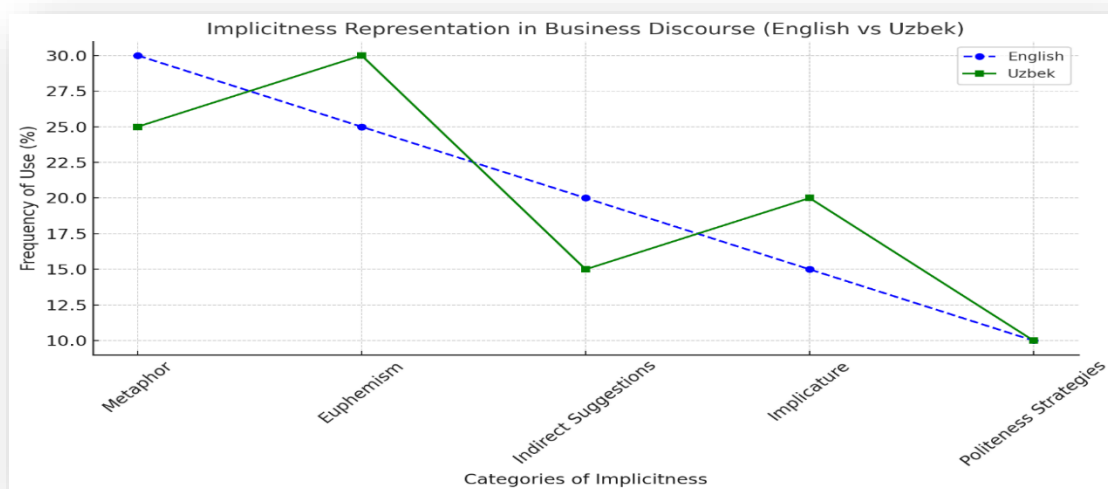
Text: “Due to the special attention we are giving to your order, there may be a slight delay”. Rather than directly stating “the order is delayed”, this sentence uses implicature to convey the delay indirectly. By emphasizing the special care given to the order, the company softens the message, making the delay more acceptable to the customer.

5. Politeness Strategies:

Situation: Delivering criticism or uncomfortable truth to a customer.

Text: “We greatly appreciate your initiative, and your ideas are valuable to us. However, we have a few suggestions for improvement”. Here, politeness

strategies are employed to cushion criticism. By first praising the customer’s idea and then gently introducing suggestions, the message is delivered with respect, helping to maintain a positive relationship and minimize discomfort.



The following are represented in the above chart:

1. Metaphor:

English (30%): Metaphors are a key tool for expressing implicitness in English business discourse, commonly used to indirectly praise products or services in corporate communications and advertising.

Uzbek (25%): Metaphors are also used in Uzbek business discourse, often drawing on cultural values and traditions, though more cautiously than in English.

2. Euphemism:

English (25%): Euphemisms are used in English business discourse to soften uncomfortable situations, like using “rightsizing” instead of “layoff.”

Uzbek (30%): Euphemisms are widely used in Uzbek culture to maintain politeness and respect, especially in delicate or difficult situations.

3. Indirect Offers:

English (20%): Indirect offers are frequently used in English business negotiations, where parties express their intentions indirectly without giving direct

instructions. This is a common approach in diplomatic communication.

Uzbek (15%): Indirect offers are less common in Uzbek. The communication culture, which is based on tradition, may prefer direct speech, although indirect offers can still be found in certain situations.

4. Implicature:

English (15%): Implicature, as introduced by Grice, is well-explored in English business discourse, making conversations more diplomatic through indirect meanings.

Uzbek (20%): Implicature plays a key role in Uzbek, especially in maintaining respect and politeness in business and interpersonal communication through indirect expressions.

5. Politeness Strategies:

English (10%): Politeness strategies are used in English, but less frequently compared to other methods like indirectness or implicature. Direct communication is more common.

Uzbek (10%): In Uzbek culture, politeness strategies exist, but their frequency is lower compared to other methods. Respect is often expressed through more traditional forms of communication.

The chart shows that English favors metaphor and euphemism, while Uzbek focuses more on euphemism

and implicature. In Uzbek, implicit expressions related to cultural values and respect are used with greater caution and politeness.

CONCLUSION

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.

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