



SOCIOLINGUISTIC ANALYSIS OF BUSINESS DISCOURSE IN ENGLISH AND UZBEK LANGUAGES

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Abstract: This article explores the sociolinguistic differences between English and Uzbek business discourses, focusing on formality, communication styles, and social priorities. English business discourse emphasizes competitiveness, technological innovations, and corporate structures, while Uzbek business discourse highlights social development, collective work, and rural entrepreneurship. Despite these differences, both discourses prioritize innovation and economic growth. The analysis is based on comparative methods, discourse analysis, and sociolinguistic approaches, offering insights into how business communication reflects cultural and social contexts.

Keywords: Business discourse, sociolinguistics, innovation, competitiveness, formality, communication, Uzbek, English.

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 [2: 11]. English and Uzbek business discourses lie at the heart of these processes shaped and developed by the influence of sociolinguistic factors. While English has grown internationally as the business language [10], Uzbek too is forming its national and regional business discourse. This paper discusses both English and Uzbek business discourses from a sociolinguistic perspective. The key objective of this paper is to establish how language and culture influence business communications, sociolinguistics shifts, and styles of communications.

LITERATURE REVIEW

The study of business discourse from a sociolinguistic perspective 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 social 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 [6]; [4]; [1]; [3]. 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[5]. 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" [9]. These theories help in understanding how business discourse operates within various social contexts. In both English and Uzbek, discourse is shaped by socio-economic structures, cultural expectations, and professional behavior norms. Therefore, sociolinguistic research on business language provides a rich field for comparative studies.

METHODOLOGY

In this article, the sociolinguistic analysis of business discourse in English and Uzbek is enhanced through a comprehensive research methodology. The following methods align with the objectives and tasks of the study:

1. Comparative analysis method: The comparative method is used as a key tool in analyzing business discourses in English and Uzbek. This method examines the similarities and differences in business communication between the two languages. For instance, it compares the use of business language across different social groups or the differences in communicative functions.

2. Discourse analysis: The language of business discourse is not limited to linguistic rules but also manifests itself in social and cultural contexts. This method analyzes the semantic and pragmatic aspects of texts and real-life business correspondence in English and Uzbek. Through discourse analysis, the connection between business language, social norms, and cultural particularities is identified.

3. Sociolinguistic analysis: Sociolinguistics reveals the interrelationship between language and social factors [8: 41]. Through this method, the use of international business language among different social groups, the connection between social status and professional language, as well as the role of language in social hierarchy, are examined. This method allows for the analysis of international business terminology in English and local business discourse in Uzbek, helping to explore the role and functions of language in various social contexts.

4. Statistical analysis: Statistical data is used to provide a more precise analysis of linguistic units and sociolinguistic factors in business discourse. Statistics on language differences and the use of business language among social groups serve as a foundation for comparative analyses between English and Uzbek. Additionally, real business correspondence and the linguistic units within them are examined using statistical methods.

Through the integration of these methods, it becomes possible to conduct a deep and comprehensive analysis of the sociolinguistic aspects of business discourse in English and Uzbek.

RESULTS

Let's consider the following examples of the sociolinguistic aspects of business discourse in English and Uzbek. Based on the analysis of these examples, we will identify significant differences between the two languages:

1) From English business discourse:

"We need to ensure strategic alignment across departments to effectively execute our AI-driven initiatives."

(Forbes India article titled "Strategic Alignment in the Age of AI: The 7 Foundations of Competitive Success").

In the sentence above, terms like “*strategic alignment*”, “*departments*” and “*AI-driven initiatives*” belong to the high-level lexicon of business discourse. They are widely used in corporate communications and convey formality. The sentence is simple but formally structured. The use of the modal word “*need*” indicates obligation and necessity, meaning the task is mandatory. Socially, this sentence is commonly used in communications between large organizations, as it highlights the need for interdepartmental alignment and the successful application of advanced technologies like *AI*. The phrase “*strategic alignment*” primarily reflects the necessity of collaboration between departments to achieve corporate-integrated approaches and goals.

From Uzbek business discourse:

“*Tadbirkor Ayol*” assotsiatsiyasi BMT Taraqqiyot Dasturi bilan hamkorlikda qishloq ayollari uchun keng qamrovli tadbirkorlik dasturini amalga oshirdi. Dastur 50 dan ortiq yangi doimiy ish o'rinlari yaratdi va eksportga yo'naltirilgan mahsulotlarni ishlab chiqarishni rag'batlantirdi.

(“Tadbirkor ayol”: “Ayol tadbirkorlar yashil qiymat zanjirlarida iqtisodiy o'sish uchun namuna sifatida” maqolasidan)[11]

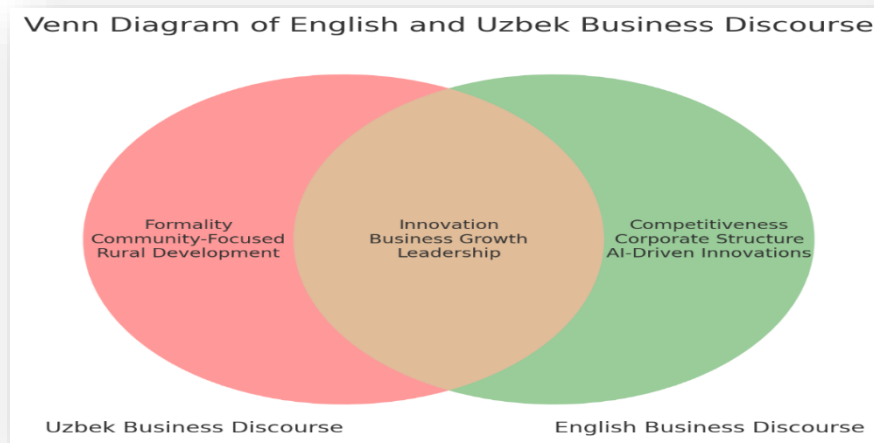
This communication has a high level of formality and professionalism. The phrases emphasize opportunities and innovations for women in the field of entrepreneurship. Words like “*assotsiatsiya*”, “*ko'nikma almashish*” and “*barqarorlik*” reflect the concepts of sustainable development in the scientific and technical fields. The article is clear, fact-based, and practice-oriented. This passage highlights the economic stability and leadership role of entrepreneurial women in society, which is comparable to similar topics addressed in English business journals. However, in this case, there is a greater emphasis on social issues, such as overcoming social and cultural stereotypes and protecting economic rights.

Comparison of English and Uzbek Business Discourse

	Aspect	English Business Discourse	Uzbek Business Discourse
1.	Linguistic Formality	High formality in strategic contexts but generally straightforward.	High level of formality with a focus on development and cooperation.
2.	Lexical Choices	Uses terms like “ <i>strategic alignment</i> ”, “ <i>departments</i> ”, and “ <i>AI-driven initiatives</i> ”.	Uses terms like “ <i>assotsiatsiya</i> ”, “ <i>ko'nikma almashish</i> ”, and “ <i>barqarorlik</i> ”.
3.	Social Context	Reflects a corporate and highly organized work environment.	Reflects a developmental and community-oriented approach.
4.	Technology and Innovation Terminology	Frequent use of advanced technology terms (e.g., <i>AI</i> , <i>automation</i>).	More focused on socio-economic development and practical innovations.
5.	Cultural Implications	Focuses on competitiveness, innovation, and cross-departmental efficiency.	Highlights social and cultural issues such as gender equality and rural development.

DISCUSSION

We would like to present a Venn diagram below that illustrates the sociolinguistic differences between English and Uzbek business discourses. The diagram will show the unique features specific to each language as well as the common aspects found in both:



In the Venn diagram, the sociolinguistic differences and similarities between English and Uzbek business discourses are presented in three main sections:

1. Characteristics specific to Uzbek business discourse:

a) High level of formality: Uzbek business discourse is often based on formal and hierarchical structures. This formality is typically evident in communications involving government officials or formal organizations;

b) Community-oriented: In Uzbek business, collective development and social projects are often prioritized, emphasizing the importance of collaboration and mutual support;

c) Focus on rural development: In Uzbek discourse, there is a strong focus on developing entrepreneurship in rural areas and expanding economic opportunities.

2. Characteristics specific to English business discourse:

a) Competitiveness: In English business communication, being competitive and focusing on strategic goals are prominent features. This aspect is often seen in corporate structures;

b) Corporate structure: English business discourse emphasizes corporate divisions and the flexibility between them;

c) AI and innovation: The use of modern technologies, such as Artificial Intelligence (AI), is frequently encountered, with a strong emphasis on the technological advancement of business.

3. Common features between the two languages:

a) Innovation: In both discourses, innovation and technological development hold significant importance;

b) Business growth: Both languages emphasize economic growth and the development of entrepreneurship;

c) Leadership: Leadership and management are key aspects in both discourses, though the styles may differ.



Through this diagram, it becomes clear that while English business discourse places more emphasis on technology and competitiveness, Uzbek business discourse highlights social development and collective interests.

CONCLUSION

When comparing the sociolinguistic aspects of English and Uzbek business discourses, the main differences are related to formality, communication style, and social focus. English business discourse emphasizes competitiveness, technological innovations, and corporate structures, while Uzbek business discourse is more focused on social development, collective work, and rural development. Both discourses give significant importance to innovation and economic growth, but their expression varies within cultural and social contexts.

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