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O'ZBEK VA INGLIZ TILLARIDA SAVDO-SOTIQ DISKURSI INDIVIDUALLIGINI TA'MINLOVCHI LISONIY VOSITALAR

Annotatsiya: Ushbu maqola savdo diskursidagi individuallikni ta'minlovchi til elementlarini o'rganishga qaratilgan bo'lib, savdo-sotiq jarayonidagi kommunikativ strategiyalar va uslublar haqida ma'lumot beradi. Shuningdek, maqolada lisoniy vositalarning o'ziga xosligi, ularning til va madaniyat kontekstida qanday ishlatilishi, shuningdek, ikki til o'rtasidagi o'zaro ta'sir jarayonlari yoritiladi. Bunday tahlil, iqtisodiy sohada faoliyat yuritayotgan mutaxassislarga samarali muloqot qilish va savdo-sotiq munosabatlarini rivojlantirishda yordam beradi.

Kalit so'zlar: savdo, iqtisod, individual, moliya, biznes, mol-mulk, xaridor, foyda, bozor

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ЯЗЫКОВЫЕ СРЕДСТВА ОБЕСПЕЧЕНИЯ ИНДИВИДУАЛЬНОСТИ КОММЕРЧЕСКОГО ДИСКУРСА В УЗБЕКСКОМ И АНГЛИЙСКОМ ЯЗЫКАХ

Аннотация: Данная статья посвящена изучению языковых элементов, обеспечивающих индивидуальность в торговом дискурсе, а также предоставляет информацию о коммуникативных стратегиях и методах в процессе продаж. Также в статье освещается уникальность языковых средств, то, как они используются в контексте языка и культуры, а также процессы взаимодействия двух языков. Подобный анализ помогает

профессионалам, работающим в экономической сфере, эффективно общаться и развивать торговые отношения.

Ключевые слова: торговля, экономика, физическое лицо, финансы, бизнес, собственность, покупатель, прибыль, рынок.

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LINGUISTIC MEANS ENSURING COMMERCIAL DISCOURSE

INDIVIDUALITY IN UZBEKI AND ENGLISH LANGUAGES

Annotation: *This article focuses on the study of language elements that provide individuality in sales discourse, and provides information about communicative strategies and methods in the sales process. Also, the article highlights the uniqueness of linguistic tools, how they are used in the context of language and culture, as well as the processes of interaction between two languages. Such an analysis helps professionals working in the economic sphere to effectively communicate and develop trade relations.*

Key words: *trade, economy, individual, finance, business, property, buyer, profit, market*

Kirish

Trade has always played an important role in our society. Through these processes, people strengthen their relationships, develop economic relations and provide cultural exchanges. Today, the processes of globalization, the spread of communication technologies and economic integration are creating new forms and methods of trade activities. In this regard, the change in the language and style of trade discourse is also an important issue related to economic and social changes. Trade discourse includes not only economic terms and concepts, but also communicative strategies. This shows how the language is used in a social and cultural context.

The study of linguistic tools in the trade discourse between the Uzbek language and the English language provides an opportunity for a deeper understanding of the interaction between the two languages and cultures. Such studies also help sales professionals to effectively manage communication processes, because knowing the ways and methods of communication through language means will ensure success in sales relations.

Literature review

A number of linguistic studies by E. Ilchenko, M. Likun, E. Lut, V. Maltseva, T. Martinyuk, E. Petushinskaya, Y. Stepanov, K. Tomashevskaya and others are devoted to the study of economic discourse.[3,42] Some linguists study economic discourse within the framework of other discourses or together with them, as a side phenomenon. For example, A.P. Chudinov, A.N. Baranov, E.I. Sheygal and others consider economic discourse to be a component of political discourse. Economy and politics are closely related as important spheres of state development, but their existence as separate institutions, different goals, participants and other specific features are the basis for distinguishing them and evaluating them as separate forms of discourse.

N. Naumova, E. Petushinskaya, N. Shchekina, R. Pilipenko and other researchers use the concept of "economic discourse" in parallel with the concepts of "business discourse" or "business discourse".[7,158] But such a synonymy does not make sense, because economic discourse is a broader concept that includes interpersonal relations between a seller and a buyer, a manager and an employee, in addition to professional communication between specialists in this field. Business (professional) discourse consists only of communication between specialists, that is, there are restrictions on the scope of use of economic discourse and the scope of participants.

A. B. Bushev determined the specific features of the economic discourse, while N. N. Bulanova was engaged in the linguistic research of the English economic discourse.[4,22] T.A. Evtushina, N.A. Kovalskaya, relying on the opinion of some

scientists (N. Naumova, E. Petushinskaya, N. Shchekina, R. Pilipenko), put forward two approaches to defining the concept of "economic discourse":[3,42] firstly, economic discourse is non-linguistic, pragmatic, socio-cultural and other various factors;

secondly, the economic discourse is a system of texts united within one topic.

Other researchers also mention the economic discourse within the framework of the political discourse, but usually use the hyperonym of the business discourse. As an independent type of discourse, E.Yu. Makhnitskaya considers economic discourse as a set of all speech acts used in the description and interpretation of economic reality.[7,158]

As E.A.Sidelnikova rightly stated, economic discourse is a specialized interaction of communicators that creates a general socio-economic context, determined by situational requirements, as well as ideological, social, psychological factors, a system of cognitive and pragmatic relations of the speaker, gathered around conceptual economic concepts.[8,112] It is a process of mutual cooperation with the addressee in order to improve economic activity and form public opinion.

Research methodology

The purpose of studying the trade discourse in Uzbek and English languages is to deeply study the aspects of individuality, to analyze the specific features of linguistic tools and to show how these tools play a role in the trade process. At the same time, the article seeks to clarify the relationship between language and culture through the discourse of commerce, as well as to open new directions of research in this field. Such an approach is of great importance for research in the fields of linguistics and economics, and creates new opportunities for studying the trade discourse in the Uzbek language.

Analyses and results

According to A. V. Olyanich, the main topic of economic discourse is determined by knowing the economic situation, understanding the information field in this field.[2,22] The source of such knowledge may consist of general consumer and industry (professional) newspaper and magazine reports, regulatory documents,

websites, reports on the economic situation at the economic forums of the G20 summits. It should be said that the mass media is considered a means of systematizing the information system of a conscious society; Mass media allows to create an opportunity to form the cognitive activity of the society, creative use of constantly incoming information.

The following magazines and newspapers can be counted as material for the analysis of economic discourse in English: "The Economist", "The Daily Telegraph", "The Independent", "The Observer", "The New York Times", "The USA Today". ", "The Guardian", "The Wall Street Journal", "Forbes" and others. It is appropriate to choose "The Mirror", "The Daily Express", "The Sun", "The Star", etc. as tabloids. Some universal newspapers and magazines "Business", "Finance and economics", "Money", "Property", "Jobs", "News", "Companies", "Economy", "Financial", "Industry", "Small Business" Some rubrics and sections, such as ", can also serve as material.

It is not easy to determine the functional value of the use of genres defined on the basis of empirical materials analyzed in the journalistic style of economic discourse, because the author's intention is not always visible and is not limited by certain standards.

We summarize our analysis based on A.A.Sidelnikova's theoretical views and collected empirical materials and present it in Table 1.

Emergence of economic discourse into a genre	Performed functions
PUBLICISTIC STYLE	
Information news	
news report	Declarative
Report	sarcasm, declarative
Report	declarative, informative
Dialogic genre	
Interview	Appellative
Exit	Declarative, appellative

Situational-analytic genres	
Article	Appellative
Comment	Declarative, appellative
Review	subjective assessment, appellative

Therefore, the above-mentioned factors that show the uniqueness of economic discourse in journalistic texts are the basis for evaluating it in the hyponym position of official-departmental or business discourse and defining it as follows: journalistic-economic discourse expressed through news and messages in the mass media is a communicative and economic discourse related to a certain economic problem. functional-pragmatic relations, it is a discourse expressing current economic and socially important issues and events in order to influence the public addressee and to form public opinion.

So, the economic discourse means speech acts in the field of economics, professionalisms reflecting the realities of the economic world, oral and written texts or their fragments created by non-experts and journalists.

Conclusion

In conclusion, we can say that the linguistic tools that ensure the individuality of trade discourse in Uzbek and English languages were analyzed in depth. The importance of language and communication in the trade process was revealed, the interaction between two languages and cultures was demonstrated by studying the specific features of the trade discourse.

Linguistic tools in trade discourse are related not only to economic terms, but also to communicative strategies and methods, and their necessity for successful communication in trade processes has been studied. As noted in the article, linguistic tools play an important role in ensuring individuality in trading activities, as it was shown that each participant can effectively express their thoughts and needs through them.

The results of the research allow the experts working in the economic field to apply more effective strategies in communication processes. Also, the article serves to open new directions of research in the fields of linguistics and economics,

to gain a deeper understanding of the trade discourse in the Uzbek language. Overall, this study makes an important scholarly contribution to further strengthen the connections between language and culture and expand knowledge in the field of trade.

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