

English Phraseology in Business Communication: Real Existence and Features of Functioning

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Abstract: Based on the method of phraseological analysis in English business phraseology, four main phrase semantic fields are identified: business and management, monetary relations, purchase and sale, economic and industrial relations.

Keywords: business phraseology, English, communication, terminology, phraseological units.

The relevance of studying and comparative analysis of phraseological units in teaching and learning any foreign language should not be neglected. Our task is to determine the role of phraseological units in the implementation of business communication, their possible classifications. To achieve this goal, general theoretical methods were used. The result of this research is confirmation of the fact concerning the necessity and importance for the teacher and students not only to understand the meaning of phraseological units in speech, but also to be their active users. The conclusions of the article can serve as suggestions for studying the processes and features of intercultural communication and interaction between representatives of English and Russian languages and cultures.

The language of business communication has been of increasing interest in recent years. The interest in the business language is related to the economic situation: the development of international economic relations (including between Uzbekistan and England) and, consequently, the need for effective communication between partners. They are representatives of different cultures and speakers of different languages. Didactic materials for teaching the business language and business communication courses are being developed. England is rightfully considered the birthplace of business vocabulary, and English borrowings are used so widely in the world that it is difficult to find an analogue for them.

In many works of domestic and foreign researchers, we find the following definition of a phraseological unit or phraseological unit. "Phraseology is a semantically unfree combination of words in which a certain meaning and lexico-grammatical composition are fixed" [1, p.391]. They are common in every language and are characterized by stability, emotional coloring of speech, reflect the national flavor and culture. It is impossible to imagine learning a foreign language without studying phraseological units, since the literal translation does not reflect their explicit meaning. It should also be noted that the business sphere of communication is characterized by the speed of the interlocutor's reaction, the speed of the exchange of replicas, ideas and proposals between communicants [5].

Business English, as a language for special purposes, is considered from the side of the interdependent integrity of the oral and written speech differentiating in different directions, used in business life [4: p. 11].

The functional load of the English language of business communication is divided into the following aspects: telephone conversations with discussion of business aspects, specific features of negotiation, business media, business meetings, business conversation techniques, meetings and contracts that are aimed at the business industry [4;5].

The lexical composition of business English includes several varieties: general vocabulary of the language, widely used words in the business world, general terms in business English, narrowly focused terms in a certain area of the business world [5: p. 9].

A business letter is a special type of business communication, which is given great attention, both in design and in content, and directly in the use of special vocabulary. A business letter should be set out in precise,

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specific phrases that make it clear without a doubt the purpose of the letter. The recipient should not think out the idea that the sender wanted to convey to him. Based on the special requirements for the text and its design, the business letter is filled with clichéd phrases [2: p. 5].

N.N. Razgovorova is convinced that the language of business communication is ambiguous. Having studied different types of business correspondence, attention is drawn to the combination in one letter, as well as the multiplicity of terminology on the topic, the clichéd nature of business communication, and phrases more free, colloquial. Pursuing certain goals, when writing a business letter, it is important to know the personal characteristics of the recipient. This will allow the use of stylistically-colored vocabulary, which can positively affect the recipient [2: p. 31].

Since the modern business world is constantly growing and expanding its borders, its language is changing along with it. The features that are inherent in business correspondence are changing. Partners try to recreate real communication using their own writing style, which includes freer and simpler phrases [2: p. 31].

Freedom of expression of thoughts in writing, "you are an attitude", is most commonly used in American culture [2: p. 32]. Correspondence of business communication includes a set of different types of expression of thoughts. Having done work on the analysis of business correspondence, while paying attention to the lexical content of letters, N.N. Razgovorova came to some conclusions. Two-part terminology belongs to the commercial aspect of vocabulary (consignment basis, delivery time, price discount) and cliché phrases (price advantage, newspaper advertising, trade magazine, warranty period) [[2: p. 62].

Due to the fact that the ways of interaction of business partners through correspondence are stable, clichéd phrases and connotation are interconnected (for example, the phrase in high demand is more stable, while exceptional demand or unexpected demand have a brighter stylistic coloring) [2].

Adjectives in a business letter are used as an emotionally expressive coloring of expressions that give brightness to thoughts (gigantic, global, perfect) or show the personal predisposition of the author (glad/happy/ kind/ confident/ grateful) [2: p. 62]. Depending on the purpose and content of the letter, the author in expressing his thoughts has the opportunity to use neutral frequently used phrases (regular customer, regular supplier, retail customer), as well as connotative expressions in order to show the uniqueness of the offer or to set up communication in a positive way (dear customer / fully satisfied customer | large supplier | well-known manufacturer) [2: p. 91].

Considering the question of the classification of business phraseological units, they can be combined into four main phrase-semantic fields (FSP):

- 1) FSP, combined on the basis of the general concept of "business and management", for example: to throw in the towel - to surrender, to accept defeat; to take the bull by the horns - (lit. to take the bull by the horns) - to act, to make a difficult decision decisively; to get down to business – to get down to business, work;
- 2) FSP, combined on the basis of the general concept of "monetary relations", for example: to cut corners – (letters. cut corners) - save (most often to the detriment of quality); a cash cow – (lit. cash cow) - a gold mine, a commodity in demand, a reliable source of income; belt-tightening – (lit. belt tightening) - living on limited funds, reducing costs;
- 3) FSP, combined on the basis of the general concept of "buying and selling", for example: a cash cow – (lit. cash cow) - demand for goods, a source of income; a golden handshake – gilding a pen, compensation, allowance; the hard sell – (lit. hard selling) – a furious way of selling, imposing goods on the buyer;
- 4) FSP, united on the basis of the general concept of "economic and industrial relations", for example: monkey business – illegal activity, fraud; to go by the book - strictly according to the rules, according to the charter; to break your back - (lit. breaking your back) – it's very hard to work; dog-eat-dog is a wolf to a man, you need to go over your heads, high competitiveness [2].

To a novice researcher, phraseology is presented as a separate state, where phraseological units tell about the history, culture and way of life of the people. The phraseological fund of business English is regularly

updated and replenished in various ways: phraseological units that are borrowed from the common language, and expressions available only to a certain group of people associated with the language of business [3].

The functional load of business writing expands its boundaries and undergoes changes in connection with the development of the business world. The content of a business letter should be carefully thought out, the structure of the letter should be clearly monitored, the mutual understanding of the sender and recipient of the letter often depends on this. This is the main purpose of business correspondence – the parties should understand each other. To achieve this goal, the necessary information should be provided in separate parts, while the parts should have a logical sequence [2: p. 166].

On the basis of the studied material, N.N. Razgovorova makes a significant conclusion, speaking about phraseology, it is worth noting that only lexico-phraseological phrases and phraseological units proper are used in the correspondence of the English business discourse [2: p. 139].

The language of business correspondence has been studied by I.O. Snegova, who draws attention to the fact that the features of business correspondence, such as the logical presentation of thoughts, the traced structure and the only interpretation of the content are reflected in different spheres of use. In the text of a business letter or other journalistic literature, the use of lexical units different in their functional load and emotional coloring is traced, which provides an opportunity not only to bring the necessary information, but also to recreate the atmosphere of real communication [3: pp. 63-64].

Having studied the works of N.N. Razgovorova and I.O. Snegova, the conclusion suggests that the use of idioms is not so often traced in the written language of business communication, rather than in oral business communication [5: p. 313].

"Business English in 30 days" is one of the most common books for studying business English. Idiomatic expressions are found in comments to texts, in water constructions (to get used to ropes) or when conducting business negotiations (a ball is rolling off my head/ an egg is on your face) [5: p. 314].

Combining the lexicological, lexicographic and functional sides of speech, let us pay attention to the sphere of reproduction of idiomatic combinations and units in order to determine the purposes of their use in this context and their functional load.

Let's analyze the idiom "from head to toe" on the example of lesson 23 "From design to product". Representatives of the company are negotiating cooperation on the production of an innovative product with the producing party.

"Michael: That sounds reasonable. Now what about the cost?"

Susan: I can't give you an exact figure, but if you leave the details to me, I can get an estimate for you by tomorrow" [1:176].

The Oxford Dictionary of Idioms for English Language Learners gives the following definition of an idiomatic expression: "as an assumption; without having time to think carefully" [7: p. 417]. This idiomatic expression is a colloquial, informal style of speech, since it is used in the dictionary with the specification informal.

The organizer of the idioms also has the expression "off my head" and is demonstrated in the dialogue: "Do you know Bill's phone number? Not from my head. I have it in my address book" [6:76].

Having studied the interpretation and scope of use of this idiom, the conclusion arises that the expression is not directly related to the business world, but rather, on the contrary, has a more colloquial character, that is, it is most commonly used in oral discourse. In the dialogue between the creators of the product and the manufacturer, the idiom "from my head" is used in communication in order to create a less formal, more relaxed atmosphere.

Summarizing the studied material on the topic of the use of idioms and their functioning in the English language of business communication, it is possible to come to conclusions: the written speech of business communication is not filled with idiomatic expressions, while oral business communication allows the possibility of using idioms by speakers. The set of idiomatic expressions varies in their composition in the

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journalistic and business spheres of speech. Idiomatic expressions take place in the English language of business communication and are used as the establishment of a more personal, informal contact between partners, the creation of an informal, friendly environment.

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