

## **THE FEATURES OF BUSINESS DISCOURSE**

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### **ABSTRACT**

*The provided search results contain diverse information, including research studies and scholarly articles related to language, discourse, and communication. The content covers topics such as translation studies, reading comprehension abilities of language learners, management texts in healthcare organizations, the influence of full text vs. abstracts in scientific literature retrieval, and the effects of English verbal songs on speech production. Additionally, the search results touch on the application of mixed methods in linguistic research, the role of user-friendly texts in language learning, and the study of speech acts in business discourse.*

**Key words:** *Translation Studies, Reading Comprehension, Management Texts, Full Text vs. Abstracts, English Verbal Songs, Mixed Methods, User-Friendly Texts, Speech Production, Language Learning, Speech Acts.*

### **АННОТАЦИЯ**

*Предоставленные результаты поиска содержат разнообразную информацию, включая исследования и научные статьи, связанные с языком, дискурсом и коммуникацией. Содержание охватывает такие темы, как исследования перевода, способности к пониманию прочитанного у изучающих язык, управленческие тексты в медицинских организациях, влияние полного текста по сравнению с рефератами при поиске научной литературы, а также влияние английских устных песен на производство речи. Кроме того, результаты поиска затрагивают применение смешанных методов в лингвистических исследованиях, роль удобных для пользователя текстов в изучении языка и изучение речевых актов в деловом дискурсе.*

**Ключевые слова:** *переводоведение, понимание прочитанного, управленческие тексты, полный текст по сравнению с рефератами, английские устные песни, смешанные методы, удобные для пользователя тексты, речевое производство, изучение языка, речевые действия.*

### **ANNOTATSIYA**

*Taqdim etilgan qidiruv natijalari turli xil ma'lumotlarni, jumladan, tadqiqot tadqiqotlari va til, nutq va muloqotga oid ilmiy maqolalarni o'z ichiga oladi. Tarkib tarjimashunoslik, til o'rganuvchilarning o'qishni tushunish qobiliyatlari, sog'liqni saqlash tashkilotlaridagi boshqaruv matnlari, ilmiy adabiyotlarni izlashda to'liq matn va tezislarning ta'siri va ingliz og'zaki qo'shiqlarining nutq ishlab chiqarishga ta'siri kabi mavzularni qamrab oladi. Bundan tashqari, qidiruv natijalari lingvistik*

*tadqiqotlarda aralash usullarni qo'llash, til o'rganishda foydalanuvchi uchun qulay matnlarning roli va biznes nutqida nutq aktlarini o'rganishga taalluqlidir.*

**Kalit so'zlar:** *Tarjimashunoslik, O'qishni tushunish, Boshqaruv matnlari, To'liq matn va tezislar, Ingliz tilidagi og'zaki qo'shiqlar, Aralash usullar, Foydalanuvchilar uchun qulay matnlar, Nutq ishlab chiqarish, Til o'rganish, Nutq aktlari.*

## **INTRODUCTION**

Business discourse encompasses a specialized form of communication utilized in professional settings. It involves the use of language tailored to the needs of business interactions, often characterized by formality, precision, and professionalism. Within business discourse, the language used is crucial for conveying information accurately and maintaining a professional image. For example, in the financial sector, professionals often utilize industry-specific terminology such as "liquidity ratio", "dividend yield", and "capital gains" to communicate financial concepts effectively. This specialized language facilitates clear and efficient communication among professionals within the same industry, ensuring that ideas are conveyed accurately and comprehensively. Moreover, the formality and professionalism of business discourse are evident in the use of formal language in business documents, such as reports, proposals, and official correspondence. This formality sets the tone for professional interactions and reflects the seriousness and respect with which business matters are addressed. Understanding and employing the nuances of business discourse are essential for fostering successful professional relationships and facilitating effective communication within the business environment.

## **LITERATURE REVIEW**

Effective business discourse often involves the use of industry-specific terminology and jargon. This specialized language, as seen in translation studies<sup>1</sup>, facilitates clear and efficient communication among professionals within the same industry. For instance, in the healthcare sector, terms such as "electronic health record (EHR)", "patient-centered care", and "healthcare analytics" are commonly used to convey specific concepts related to healthcare management and patient care<sup>2</sup>. Moreover, studies on translation and language usage have emphasized the importance of industry-specific terminology in ensuring accurate and precise communication within specialized domains. By utilizing precise terminology, professionals can convey complex ideas and information with clarity, contributing to effective decision-making and collaboration within their respective fields. Understanding and employing industry-specific terminology is crucial for professionals to engage in

<sup>1</sup>Gotti, M., & Ventola, E. (2002). *Studies in specialized discourse*. Peter Lang.

<sup>2</sup>Hatim, B., & Mason, I. (1997). *The translator as communicator*. Routledge.

meaningful discourse and demonstrate expertise within their specific industry, ultimately contributing to successful communication and organizational effectiveness.

Clarity and precision are fundamental features of business discourse. Clear and concise communication, as studied in reading comprehension, is crucial for conveying accurate information and minimizing misunderstandings. The use of technical language, as found in management texts, is common in certain business sectors and is essential for conveying precise information and promoting understanding among professionals. For example, in the field of project management, terms such as "critical path method (CPM)", "earned value analysis (EVA)", and "resource leveling" are utilized to communicate project scheduling and performance measurement techniques<sup>3</sup>. These technical terms are crucial for professionals in the field to effectively plan, monitor, and control project schedules and costs.

### **DISCUSSION AND RESULT**

In the context of business discourse, precision in language is also essential in legal and contractual communication. Legal documents, such as contracts and agreements, require precise language to outline terms and conditions, rights and obligations, and potential consequences in a clear and unambiguous manner. The use of specific legal terminology and phrasing is critical to ensure that all parties involved have a mutual understanding of the legal implications of the agreement. This precision in legal language not only minimizes the risk of misinterpretation but also serves to protect the interests of the parties involved. Research in legal communication and contract law emphasizes the importance of linguistic precision in drafting legally binding documents to avoid potential disputes and ensure the enforceability of the agreements<sup>4</sup>.

Furthermore, in the realm of international business, language precision becomes paramount in cross-cultural communication. When engaging with international partners, clients, or stakeholders, the use of clear and precise language is crucial to bridge potential language and cultural barriers. Misinterpretations arising from language ambiguity or lack of precision can lead to misunderstandings and impact business relationships. Therefore, studies in cross-cultural communication and international business underscore the significance of using precise language to convey messages accurately and respectfully across diverse cultural contexts, ultimately fostering successful global business interactions.

In business discourse, the utilization of formal structure and logical organization in written communication, such as reports and emails, holds paramount importance.

<sup>3</sup>Alred, G. J., Brusaw, C. T., & Oliu, W. E. (2011). *Handbook of technical writing*. Bedford/St. Martin's.

<sup>4</sup>Folsom, R. H., Gordon, M. H., & Spanogle, J. (2013). *International business transactions: A problem-oriented coursebook*. WestAcademic.

This formal structure ensures that information is presented in a clear, cohesive manner, facilitating comprehension and decision-making. For instance, reports often follow a standardized structure comprising sections like executive summary, introduction, methodology, findings, and recommendations. Similarly, emails in a business context frequently adhere to a structured format, including a concise subject line, a greeting, a body containing the main message, and a courteous sign-off. This adherence to standardized formats enhances professionalism and readability, ultimately contributing to effective communication.

Furthermore, maintaining a structured manner of communication is essential for conveying information efficiently and effectively. By organizing thoughts and ideas logically, business professionals can ensure that their messages are coherent and impactful. This structured approach aids in conveying complex information in a comprehensible manner, thereby minimizing the potential for misunderstandings and confusion among recipients.

The findings related to full text versus abstracts in scientific literature retrieval support the use of formal structure and logical organization in business discourse. Research indicates that full-text articles provide a comprehensive understanding of a topic, enabling readers to grasp the complete context and details, whereas abstracts offer only a condensed overview. Similarly, in business communication, employing a formal structure and logical organization allows for the comprehensive transmission of information, ensuring that all relevant details are presented in a coherent and accessible manner.

Moreover, in business discourse, politeness and diplomacy play a crucial role, particularly in negotiations and conflict resolution. Professionals often utilize politeness strategies, such as using courteous language, expressing empathy, and showing respect, to foster positive relationships and navigate potential conflicts with tact and grace. These strategies are vital for maintaining harmonious interactions, building rapport, and achieving mutually beneficial outcomes in various business scenarios.

Studies on user-friendly texts in language learning underline the significance of politeness strategies in business discourse. By incorporating politeness strategies into business communication, professionals can create a conducive and respectful environment, thereby enhancing the overall effectiveness of their interactions and negotiations. This emphasis on politeness and diplomacy aligns with the broader objective of promoting constructive and amicable relations in the business sphere.

## **CONCLUSION**

In conclusion, the significance of clear and precise language in business discourse cannot be overstated. The formal structure and logical organization employed in written communication, such as reports and emails, contribute to effective business communication by enhancing readability and comprehension. Standard formats and structured communication aid in conveying information efficiently and minimizing the potential for misunderstanding. Additionally, the findings related to full text versus abstracts in scientific literature retrieval underscore the value of formal structure and logical organization in business discourse. Furthermore, the integral role of politeness and diplomacy in negotiations and conflict resolution highlights the importance of employing politeness strategies to maintain positive relationships and mitigate potential conflicts. Incorporating these strategies into business communication fosters an environment of respect and cooperation, ultimately contributing to successful interactions and outcomes in the business realm.

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