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# ПЕДАГОГИКА ВА ПСИХОЛОГИЯДА ИННОВАЦИЯЛАР

2 СОН, 4 ЖИЛД

## ИННОВАЦИИ В ПЕДАГОГИКЕ И ПСИХОЛОГИИ

НОМЕР 2, ВЫПУСК 4

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**ПЕДАГОГИКА ВА ПСИХОЛОГИЯДА ИННОВАЦИЯЛАР  
ИННОВАЦИИ В ПЕДАГОГИКЕ И ПСИХОЛОГИИ  
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IMPORTANT ASPECTS OF TEACHING BUSINESS INTERCULTURAL  
COMMUNICATION IN A FOREIGN LANGUAGE

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**Annotation:** The article is devoted to the important aspects of teaching business intercultural communication in a foreign language. The role and necessity of learning a foreign language, in particular English, in the business environment is considered, and to overcome the barrier in business intercultural communication, some techniques and directions for overcoming it are considered. For the formation of an effective business dialogue when teaching a foreign language, situational role-playing games, problem-solving tasks, exercises to fill information holes, etc. are important.

The author also suggests the main methods of studying business English, taking into account the national and cultural identity of communicants in international business contacts.

**Key words:** professionalism, business contact, written and oral contact, cross-cultural communication, business writing, etiquette, official style.

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ЧЕТ ТИЛИДА БИЗНЕС МАДАНИЯТЛАРАРО МУЛОҚОТНИ ЎРГАТИШНИНГ  
МУҲИМ ЖИҲАТЛАРИ

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**Аннотация:** Мақола чет тилида бизнес маданиятлараро мулоқотни ўргатишнинг муҳим жиҳатларига бағишланган. Бизнес муҳитида чет тилини, хусусан инглиз тилини ўрганишнинг ўрни ва зарурияти кўриб чиқилади ва бизнес-маданиятлараро мулоқотдаги тўсиқни бартараф қилиш учун айрим методлар ва йўналишлар кўриб чиқилади. Чет тилини ўргатишда самарали ишбилармонлик мулоқотини шакллантириш учун вазиятчи роли ўйинлар, муаммоли вазифалар, ахборот тешиқларини тўлдириш машқлари ва бошқалар. муҳим аҳамиятга эга.

Муаллиф, шунингдек, халқаро бизнес алоқаларида коммуникантларнинг миллий ва маданий ўзига хослигини ҳисобга олган ҳолда бизнес инглиз тилини ўрганишнинг асосий усуллари таклиф қилади.

**Калит сўзлар:** профессионализм, бизнес алоқа, оғзаки ва ёзма алоқа, маданиятлараро мулоқот, хизмат хати, этикет, расмий услуб.

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**ВАЖНЫЕ АСПЕКТЫ ОБУЧЕНИЯ ДЕЛОВОМУ МЕЖКУЛЬТУРНОМУ  
ОБЩЕНИЮ НА ИНОСТРАННОМ ЯЗЫКЕ**

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**Аннотация:** Статья посвящена важным аспектам обучения деловому межкультурному общению на иностранном языке. Рассмотрена роль и необходимость изучения иностранного языка, в частности английского в деловой среде, а для преодоления барьера в деловой межкультурной коммуникации рассматриваются некоторые приёмы и направления по его преодолению. Для формирования эффективного делового диалога при обучении иностранного языка важны как ситуационные ролевые игры, задачи на решение проблем, упражнения на заполнение информационных дыр и др.

Автором также предложены основные методы изучения делового английского с учётом национально-культурной принадлежности коммуникантов в межнациональных деловых контактах.

**Ключевые слова:** профессионализм, деловой контакт, письменный и устный контакт, межкультурное общение, деловое письмо, этикет, официальный стиль.

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In modern society, especially necessary for people to understand various business situations, oriented in the rapid flow of scientific and political information who logically, think critically, and make sound decisions. Consequently, the role of a successful career has increased significantly. A successful career involves the movement of the individual in the space of organizational positions, with a consistent change of status, socio-economic status, with the mastery of values and benefits. The concept of “career” is widespread in the United States and is associated with such concepts as “success”, “status”, which are only positive emotional connotations. Another equivalent term for “career” is “promotion”. [ 6, p.14]

In Uzbekistan, until recently, there was a different tradition of using the word “career”, coupled with the concept of “careerism” as the pursuit of success in official, scientific and other activities in the name of personal well-being. Today, the concept of “career” implies success, activity, moving forward and up, achieving peaks and significant goals, and competing with competitors.

The essential characteristic of a career is defined not only and not so much as promotion through the official steps, but also as the process of realizing a person’s self, his capabilities in the conditions of professional activity. High professionalism is an important, but not the only, dominant factor of personal and professional development associated with successful career advancement. The main feature of the highest degree of professionalism is the “exit of a person beyond the profession”. Thus, professionalism is a kind of qualitative characteristic of a person. Only by realizing himself as a person, a person acts as a real creator of his career. [7, p.23]

For a successful professional, and even more so for a manager, it was considered prestigious to speak a foreign language to interact with foreign colleagues and read literature in the specialty. In the context of increasing globalization and the expansion of cultural, professional, and industrial contacts, professional improvement at the level of world standards is necessary. Therefore, there is an increasing need to train successful specialists and managers who have mastered not just a foreign language in general, but who have mastered the skills and vocabulary of business communication in a foreign language, primarily English.

The ability to successfully conduct business negotiations, competently compose the text of a business paper, and the ability to work with documents is the most important criterion for evaluating any active member of society.[4,p.54]

Successful business communication is not so much a natural gift as a technology: methods of establishing contacts, the ability to perceive a partner and adequately interact with him, possession



of the means of verbal and non-verbal communication. These communication technologies require systematic training.

Business communication is a broader concept of business written and oral contacts of various kinds in different teams, including specific professional communication. Business communication is implemented in the form of business conversations, negotiations, telephone conversations, and letters.

Today, a significant part of business communication is carried out by e-mail. Business communication can also include the preparation of a resume and conducting interviews when applying for a job, as well as the preparation of advertisements.

To overcome the difficulties of business intercultural communication, it is necessary to conduct teaching in the following areas:

- obtaining linguistic knowledge for the use of multi-level tools in achieving communication goals;
- enriching with an encyclopedic knowledge of the professional thesaurus and socio-cultural components of the specifics of the business culture of a foreign-language society;
- mastering the rules and norms of communication, knowledge of the conventions adopted in different countries.[ 5, p.9]

Ignoring the socio-cultural, psychological, and cognitive aspects of business communication training is unacceptable.

It is the immersion of students in especially provoked situations of business communication that makes it possible to prepare future specialists for business intercultural communication.

It is important to teach students to distinguish different types of business communication styles, although, in real life, style differences are not always clear. This distinction plays a special role in written communication. When teaching written communication, it is necessary to remind students the difference of standards in different cultures due to differences in the assessment of themselves and the world around them, differences in the distance of power. In Anglo-Saxon cultures, a clear structure of business writing was adopted, which has the following characteristics: a polite tone, a positive orientation, and a democratic style of directives and regulations:

We are happy/happy to let you know...We look forward to your response.

Because the design of business letters, although it has certain trends and standards, but is not uniform in different companies, it is necessary to take into account the samples of correspondence of a particular company for the assimilation of its corporate standard. At the same time, the classes teach the generally accepted structure of business letters.

Unlike oral business communication, the vocabulary of business correspondence is often more formal. The formal style is considered by many to be outdated, and it is characteristic to politely and carefully formulate ideas using clichés and long phrases of an impersonal nature. Grammar and punctuation are important. In emails, this style only applies if there is serious content, such as when filing a complaint. Business letters in American culture are less formal. However, it is more appropriate to keep a neutral style in your letter, while in your response you should adhere to the partner's style, but do not make it either too familiar or too bookish.[8]

Great Britain is a country where etiquette and tradition play an important role in all spheres of life, especially in business communication. To give the impression of a reliable partner, you need to choose the right style of communication with the addressee, using clichés of formal and informal styles inappropriate situations. Often, the interlocutors quickly switch to an informal style, but the initiative should come from a business partner.

Students should develop exercises on the grammatical features of business English. It is important to teach how to write business letters correctly, to teach the rules of conducting business conversations with partners.

For business letters, it is important to work out such clichés:

This is to certify/notify/inform/ confirm...

We regret to inform/reject.

Please do not hesitate to contact/ request/inquire.

We offer an apology for the delay/ failure.

It is necessary to introduce students to typical abbreviations, such as:

PS (post scriptum), En/enc (enclosed), Re/ref (reference), RSVP.

The neutral or standard style is most typical for professional business emails and regular emails.

Informal style is most typical for friendly communication, so the letters are often very short and include personal news, funny comments, etc. This style is closest to everyday oral speech due to the inclusion of everyday words, colloquial phrases, and simplified grammatical design.

The English language of business communication is a complex and very dynamic phenomenon. On the one hand, it is a mutually conditioned unity of different registers of oral and written speech. On the other hand, it is a set of communication skills necessary for conducting presentations and competent writing of business letters, fruitful participation in negotiations, and business meetings.

Cultural and speech strategies of business communication include several techniques that ensure the overcoming of communication barriers:

- establishing ethical and sexual equality through the use of gender-deprived (non-sexual) words: “stewardess”, “stewardess”, “chairman”, “chairman”, “chairwoman”;
- establishing the priority of the democratic style of communication between the boss and subordinates;
- use of the “non-categorical” speech strategy;
- masking the order as a question (instead of: “Do it differently!” “Could you do it any other way?”);
- masking the ban as a request (instead of: “Don’t do this!” – “Please stop doing this”);
- use of the passive voice instead of the real one (instead of: “I want to do this” “I want it to be made”);
- the use of words with positive semantics is appropriate linguistic resources, with negative semantics (instead of: “We cannot deliver the goods by Friday We can deliver the goods on Friday”);
- use speech strategy “beliefs”:- using a subordinate clause instead of a simple one (instead of: “The company enjoyed record sales last year. It lost money”- “The Company enjoyed record sales last year, although it lost money”);
- using concrete data instead of abstract words (instead of: “a significant loss” – “a 53% loss”);
- the use of lexical and grammatical constructions that express the position “your view point” (instead of: “I am happy to tell you” – “You’ll be happy to know”).

[3, p.184].

Over the past two decades, methodological research focused on the study of business language has evolved from a purely linguistic interpretation of this phenomenon as a special sublanguage with a certain system of terminology covering a particular area of economics, to the interpretation of business language as communication in certain areas related to economics. It is important to note the significant clichéd nature of the English language of business communication and the widespread use of nominative lexical units that denote specific objects of this communicative sphere [9].

The study of the English language of business communication developed from the study of terminology in specially organized texts; exercises to activate the vocabulary, which was mainly reduced to questions on understanding the content of the text (comprehension reading) and memorizing randomly selected language units and structures, in the direction of tasks related to real business situations.

Business communication may carry out in different speech forms, but most often in dialogue. Effective dialogue can be achieved with a combination of language knowledge and spontaneous dialogue skills. These skills can be formed on such types of communication activities as situational role-playing games [2, pp. 247-257.], problem-solving tasks (case-method) [1, p.33], exercises to fill information holes, etc.

When learning English for business communication, the following difficulties can be identified:

- the difference between the language of business communication and the general language (General English);
- the gap between the Uzbek-language and English-language pictures of the world. In the Uzbek-language vision of the world, the concepts of “business”, “income”, “interest”, etc. For many years, they have been on the periphery of perception; while in the English-language picture of the world, these, and other concepts are very significant, organizing elements in the reflection and evaluation of the surrounding reality. [10, p.156-165.]

National and cultural identity has a great influence on the perception of international business contacts. The stable attitude of the perceiving subject (positive or negative) to the ethno-cultural group, the representative of which is the interlocutor, accordingly transferred to the object.

The future specialist, who will live and work in a global world, should be prepared for cross-cultural communication and understanding of the peculiarities and difficulties of cross-cultural communication. In the global era, when elements of management, marketing, advertising, and business etiquette have penetrated all spheres of life, it is especially important to take into account the peculiarities of intercultural communication and strive to penetrate deeper into the mentality of other peoples through serious mastery of their language, reading literature, and direct communication.

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# **ПЕДАГОГИКА ВА ПСИХОЛОГИЯДА ИННОВАЦИЯЛАР**

**2 СОН, 4 ЖИЛД**

## **ИННОВАЦИИ В ПЕДАГОГИКЕ И ПСИХОЛОГИИ**

**НОМЕР 2, ВЫПУСК 4**

## **INNOVATIONS IN PEDAGOGY AND PSYCHOLOGY**

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