
THE TYPOLOGY OF BUSINESS LETTERS IN ENGLISH AND UZBEK BUSINESS COMMUNICATION

Qodirova Mukaddas Tog‘Ayeвна

Associate Professor At Termez State University, Phd In Philology, Termez, Uzbekistan

ABSTRACT: This article examines the typology of business letters in English and Uzbek. Through comparative analysis, the lexical and stylistic differences of each language are identified, as well as the impact of cultural factors. The research findings highlight the unique aspects of the business letter writing culture and important elements for enhancing communication effectiveness.

KEYWORDS: Business letters, business communication, lexicon, style, culture, comparative analysis, typology.

INTRODUCTION

Business letters are an integral part of modern business communication, ensuring formal relations between organizations and individuals. They play a crucial role in information exchange, problem-solving, and decision-making processes. Business letters typically define relationships between organizations, companies, or individuals. From a linguistic perspective, business letters are a formal, written form of communication, structured documents with a specific purpose. Business letters written in English and Uzbek differ from each other in terms of structure, language, and style. This article presents a structural analysis of business letters in English and Uzbek, allowing us to identify their communicative functions and mutual differences.

In linguistics, several linguists and scholars have made significant contributions to the study of the linguistic features of business letters. Notably, Barbara Johnstone (1990) [3], Chen Dongchun (2003) [1], Xu Ju (2004) [6], Mak, Wei Hsing Jennie (1998) [4], M. Gotti, P. Gillaerts (eds.) (2005) [2], among others. John Swales, within the framework of genre analysis, considers business letters as a specific type of written communication. He emphasizes that genres are social and linguistic units that serve various communicative purposes. Swales analyzed business letters as a formal written genre and compared them with different types of written communication across various fields: “The business letter is a key genre in corporate communication, fulfilling communicative purposes such as requests, orders, complaints, and negotiations.” (Swales, 1990) [5: 173]. Here, Swales highlights business letters as an important genre of corporate communication, emphasizing their use for various purposes. However, the cognitive and cross-cultural aspects of this issue have not been sufficiently explored.

To establish effective business communication in English and Uzbek, two strategies are identified for studying business letters from a linguistic and typological perspective:

1) Comparative analysis strategy. This strategy aims to gain a deep understanding of the lexical and stylistic differences in business letters between the languages being compared. Each type of letter (e.g., offer letter and complaint letter) is analyzed comparatively, examining how words, phrases, and structures differ in the main sections of each letter. The similarities and differences in the core business vocabulary used in the letters are also identified. This strategy helps to thoroughly analyze the differences and similarities between the letter-writing culture and business vocabulary in the languages being compared. Additionally, it allows for the exploration of stylistic and cultural factors.

2) Culture-based contextual analysis strategy. This strategy involves analyzing the impact of cultural factors on language in business letters and studying how business letters are written in both languages based on these influences. For instance, it focuses on the verbal expression of the category of respect in Uzbek letters or the analysis of communication styles in English. Taking into account the cultural differences, the strategy examines how different situations arise in the business discourse of each language. For example, quick responses are emphasized in English, while politeness and caution are key factors in Uzbek. Examples are used to identify how cultural values specific to each language are reflected in written business letters. As a result of this strategy, it helps to develop approaches suitable for the languages and cultures being compared, as well as to understand cultural factors. It illustrates how the structure and style of letters are connected to culture.

Below is a table presenting a comparative analysis of business letters written in English and Uzbek from a linguistic and typological perspective, highlighting the lexical, stylistic, and cultural aspects of both languages:

Letter type	Example in English	Example in Uzbek	Lexical analysis	Style analysis	Cultural analysis
Invitation letter	<p><i>Dear Mr. Smith, I would like to propose a meeting to discuss a potential collaboration. Please inform me of your availability.</i></p> <p>Best regards, John Doe, CEO</p>	<p>Hurmatli Bekzod aka, <i>Hamkorlikni muhokama qilish maqsadida Siz bilan uchrashishni taklif qilmoqchiman. Vaqtingizni bildirsangiz, yaxshi bo'lardi.</i></p> <p>Hurmat bilan, Mirzohid Xo'jayev</p>	<p>In English: specific and concise lexical units such as "collaboration", "proposal" and "availability" are used.</p> <p>In Uzbek: expanded lexical units such as "hamkorlik" (collaboration), "taklif" (proposal), and "muhokama qilish" (to discuss) are used.</p>	<p>English letters use clear, straightforward, and concise phrases.</p> <p>Uzbek letters are composed with politeness and respect.</p>	<p>English culture is oriented towards constructive and prompt responses, aiming for easy and quick communication.</p> <p>Uzbek culture is based more on demonstrating respect and caution.</p>

Complaint letter	<p><i>Dear Customer Service, I am writing to complain about the delayed delivery of our order. We expect a resolution as soon as possible.</i></p> <p>Best regards, Jane Williams.</p>	<p><i>Assalomu alaykum, hurmatli mijozlar bo'limi, 10-sentyabr kuni buyurtma bergan mahsulotlar haligacha yetib kelmadi. Iltimos, choralar ko'ring.</i></p> <p>Hurmat bilan, Sarvar O'rinov</p>	<p>In English, problem-oriented specific vocabulary such as “<i>delivery</i>”, “<i>order</i>” and “<i>resolution</i>” is used.</p> <p>In Uzbek, expanded units such as “<i>yetkazib berish</i>” (delivery), “<i>buyurtma</i>” (order), and “<i>choralar ko'rish</i>” (to take measures) are used.</p>	<p>English letters consist of short, direct addresses aimed at resolving issues quickly.</p> <p>Uzbek letters feature expanded and polite addresses expressed in the form of requests.</p>	<p>English culture has a strong emphasis on the prompt resolution of issues and quick responses.</p> <p>Uzbek culture strives to address issues with politeness and a focus on showing respect.</p>
Message letter	<p><i>Dear Team,</i> Please note that the meeting scheduled for Monday has been rescheduled to Tuesday at 10 AM.</p> <p>Regards, Sarah Parker</p>	<p><i>Hurmatli jamoa a'zolari, Dushanba kungi uchrashuv seshanba kuniga, ertalab soat 10:00 ga ko'chirildi. Iltimos, shuni inobatga oling.</i></p> <p>Hurmat bilan, Dilshod Akramov</p>	<p>In English, concise and specific lexical units such as “<i>rescheduled</i>”, “<i>meeting</i>” and “<i>note</i>” are used.</p> <p>In Uzbek, complex and expanded units such as “<i>ko'chirish</i>” (to reschedule), “<i>uchrashuv</i>” (meeting) and “<i>inobatga oling</i>” (please consider) are present.</p>	<p>English letters aim to provide short, clear information about changes.</p> <p>Uzbek letters present information with polite and courteous language.</p>	<p>English culture is based on quick and clear communication.</p> <p>Uzbek culture emphasizes maintaining formality while addressing others with mutual respect.</p>

It is evident that letters written in English consist of shorter and more purpose-oriented lexical units (words). In contrast, Uzbek letters utilize expanded phrases and more respectful lexical units (words). Business letters in English are stylistically concise and direct, focusing on practical objectives. On the other hand, formality and politeness hold significant importance in Uzbek letters. While English culture values promptness, brevity, and clear responses, Uzbek culture places a primary emphasis on politeness and caution, all of which is reflected in the structure of the letters.

The research findings indicate that business letters in English aim for brief, clear, and direct communication, while Uzbek letters are based on politeness and formality. The business writing cultures of both languages are unique, making it essential to consider linguistic and cultural differences for effective communication.

In a word, as a result of a deep study of the business letter writing cultures and linguistic characteristics of both languages, business professionals, translators, and linguists can effectively organize bilingual business communication.

REFERENCES

1. Chen Dongchun. (2003). Genre Analysis and Writing Strategies of English Business Letters/ Foreign Languages Teaching, 2, 52-56.
2. Gotti M., Gillaerts P. (eds.). Genre variation in business letters. – Bern: Peter Lang, 2005. – 407 p.
3. Johnstone B. Discourse Analysis. – Massachusetts and Oxford: Blackwell Publishers, 2002. – XV+269 pp.
4. Mak, Wei Hsing Jennie. A comparison of the discourse of cover letters by Hong Kong business writers and model letters by American writers. Thesis, Hong Kong: University of Hong Kong, 1998. <http://sunzi.lib.hku.hk/hkuto/record.jsp?B19882646>.
5. Swales J. Genre analysis: English in academic and research settings. – Cambridge: Cambridge University Press, 1990. – 260 pp.
6. Xu Ju. (2004). Genre Analysis of Business English Letters /Journal of Xian International Studies University, 1, 26-29.
7. https://www.academia.edu/28539897/Business_Letters