

## THE ROLE AND SIGNIFICANCE OF BUSINESS COMMUNICATION IN TEACHING RUSSIAN LANGUAGE

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### ABSTRACT:

**This article describes the role and importance of business communication in teaching Russian, as well as the need to master it in order to achieve effective communication in the business sphere. The ways of forming skills of oral and written types of business communication are considered.**

**KEYWORDS:** business communication, standard situations, language and speech manifestations, oral texts, primary and secondary factors, goal-setting of communicants.

### INTRODUCTION:

As you know, the Republic of Uzbekistan systematically expands and strengthens economic ties and business cooperation with many countries of the world. Currently, in the style and methodology of teaching a language, several terminological units are used to denote similar concepts - this is business communication, professional communication, and a business course. By business communication, I usually understand the speech stereotypes of acceptance for communication in the spheres of production, management and administration. In the functional style, this concept to a certain extent corresponds to the concept of officially business style, but it is narrower, as it includes, in most cases, written texts that function in this area. As a result, business communication is often understood as oral texts, mostly stereotyped, which are used in standard situations of business communication:

acquaintance, preliminary conversation about possible cooperation, negotiations, dispute, conclusion of contracts and agreement. Of the written texts, in this case, only business correspondence is considered.

### METHODS:

Any human activity, including business, can be presented and considered as a continuous process of changing purposeful actions, situations or communicative acts in which the speech intentions of the participants determine both the nature of the message and the nature of the perception of functions through which the process of communication in the business is described. Sphere in various linguistic and speech manifestations, is an important link characterizing the status of a business language. It is pleasant to refer the entire complex of the listed cases to extra linguistic factors that determine various types of intra-linguistic differentiation (social-linguistic, stylistic, etc.). Researchers distinguish two types of factors in this case: primary and secondary.

It is customary to refer to the primary or main:

- The public sphere of communication;
- Content and topic of communication;
- Goals and objectives of communication.

Secondary, or minor, include such characteristics communicative act as:

- Conditions and circumstances of communication;
- Spontaneity / preparedness of speech;
- The social status of the participants;

- The nature of interpersonal relations between the participants;
- Emotional goal-setting of communicants.

It is obvious that all of the above characteristics are closely related to the definition of "public sphere of communication", in a specific case, with the description of the business sphere of communication as a basic methodological concept. It should be especially noted that in the meteorological literature the concepts of "business communication" and "professional communication in business spheres" are often confused, but meanwhile they are different. The concept of "business communication" is very broad, constantly requiring detailing and concretization in contextual conditions, which, according to V.L. Skalkin, affects both the administrative - legal and professional - labor spheres. (V.L. Skalkin, 1979, pp. 9-15).

### RESULTS:

Let us dwell on the linguistic and stylistic criteria for the definition of the concept of "business communication". In linguistics, the concept of "business communication" is usually associated with the concepts of "official business style of speech" and "special language". These concepts are close, but far from homogeneous. So, one of the main features of a "special language" is the situation of communication within a special sphere (science, technology, production, management, transport, agriculture, communications, medicine, diplomacy, etc.). The researchers refer to the main linguistic features of a special language: - a combination of elements of a natural language with elements of an artificial language (specialized symbolic languages);

- A combination of verbal and non-verbal elements in the structure of the language;

- The desire to internationalize the means of expression;
- Polyfunctionality;
- Polystructurality, which is expressed in the existence of several layers within the language: scientific, professional, spoken, distributing language (the language of advertising, trade, etc.).

From the above, it follows that the concepts of "special language" and "business language", being inextricably linked, are nevertheless different, since the first is broader and includes many extra linguistic components that describe pragmatic and presupposition factors that traditionally stand outside the functional stylistics, studied in the theory of speech acts.

### RESULTS:

Business style is a set of linguistic means, the function of which is servicing the sphere of official business relations, that is, relations arising between government bodies, between organizations or internal, between organizations and individuals in the course of their production, economic, legal activities. Thus, the scope of business oral speech can be represented as a wide network of relevant official business situations and as a set of relevant genres of documents corresponding to these situations.

The ratio of "official-business situation - the corresponding genre document" means that the content of the document reflects many real business circumstances, corresponding not to a single circumstance, but to their whole type - a situation.

### DISCUSSION:

As a result, the form and language of documents in the official business style appears as standardized, that is, corresponding to a single model, and the very requirement of standardization permeates its sphere of

business speech. One of the most characteristic features of official business speech is the standardization of standard documentation. This is manifested in the fact that most of the texts of a business nature are ready-made forms with unchanged text and gaps, which are filled in depending on the specific situation.

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