

**COMPARATIVE ANALYSIS OF SUBSTANDARD VOCABULARY IN ENGLISH AND UZBEK
BUSINESS DISCOURSE: FORMAL AND INFORMAL TRANSLATIONS****Dilafruz Satimova Numonjonovna**

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Abstract. The research explores the significance of linguistic strategies within business communication focusing on the influence of speech categorization on speakers' linguistic attributes. Additionally, it investigates the impact of substandard vocabulary usage on clarity and professionalism in business discourse comparing its prevalence and effects in English and Uzbek languages.

Keywords: Linguistic strategies, speech categorization, substandard vocabulary, business discourse, professionalism

Introduction. Business English speeches play a crucial role in global commerce serving as a vehicle for presenting products, services, and ideas. So, effective communication is a cornerstone of successful business operations. Yet, the use of substandard vocabulary, which includes the employment of jargon, slang, and overly simplistic language can impede clear understanding and professionalism in business discourse. Nevertheless, it is natural to also employ active vocabulary suited to oral speech based on real-life communication strategies. This work aims to conduct a comparative analysis of the prevalence and impact of substandard vocabulary within English and Uzbek business communications, analyzing that cultural and linguistic differences significantly influence the perception and consequences of such language practices.

Literature Review. The literature surrounding business discourse often emphasizes the importance of clarity, professionalism, and the strategic use of language to achieve communicative goals. Drawing on the Systemic-Functional Linguistics by M.A.K. Halliday [3], the Language Expectancy Theory by M. Burgoon and G.R. Miller [1], and the Perspective of Functional Linguistics of X. Wang and H. Li [6] provide a robust framework for analyzing business speeches. These theories underscore the adaptability of language to its communicative function and the audience's normative expectations, respectively. The integration of these theories illuminates how speech characteristics can align with or deviate from listener expectations to impact persuasiveness and clarity. X. Wang and H. Li's investigation into the language characteristics of business English speeches offers valuable insights into optimizing speech effectiveness. Colin Clark's [2] seminal study in 2008 offers a critical exploration into how investor engagement, particularly among business angels, correlates with the quality and substance of entrepreneurs' presentations. The categorisation of business orations plays a pivotal role in shaping the linguistic attributes of the speakers.

By highlighting the cultural dimensions of language use, R. Karimov's [5] work provides valuable insights for businesses operating in diverse cultural environments offering practical

implications for intercultural communication strategies and fostering successful cross-cultural business interactions.

Research methodology. This research utilized a mixed-methods approach to examine the linguistic characteristics and implications of substandard vocabulary in both English and Uzbek business contexts.

Analysis and results. The comparative analysis suggests that while substandard vocabulary is present in both English and Uzbek business discourse, its prevalence, types, and perceptions vary significantly influenced by cultural and linguistic nuances. English business communication exhibits a higher frequency of jargon use potentially due to the global nature of English in business leading to a diverse set of expressions. In contrast, the Uzbek business context, which is more homogeneous, shows a lesser tolerance for simplicity in language, possibly reflecting cultural preferences for formality. These findings highlight the importance of considering cultural and linguistic contexts in addressing substandard vocabulary in business communication.

Example 1: **Email Communication Regarding Project Deadline**

English: *Hey team, just a heads up, we need to hustle on the XYZ project. The deadline's creeping up on us fast, and we can't afford any slip-ups. Let's get cracking and touch base end of day to see where we stand. Cheers!*

Uzbek (Translated): *Salom jamoa, XYZ loyihasi bo'yicha tezlashishimiz kerak. Muddat tez orada yakunlanmoqda va biz xatolarga yo'l qo'yolmaymiz. Kunning oxirida qayerda turganimizni ko'rib chiqish uchun ishga kirishaylik.*

The English version employs several informal phrases (“just a heads up”, “hustle”, “creeping up”, “can't afford any slip-ups”, “Let's get cracking”, “touch base”, “Cheers”) that can be considered substandard in a formal business context. These phrases might make the communication seem more casual and approachable but could undermine the seriousness of the message in certain professional environments. The use of casual language aims to create a friendly atmosphere but risks diminishing the urgency of the deadline. The translated Uzbek version, while attempting to maintain the original message's intent, is inherently more formal. Phrases like “tezlashishimiz kerak” (we need to speed up) and “kunning oxirida qayerda turganimizni ko'rib chiqish” (let's see where we stand at the end of the day) are straightforward and lack the informal nuance present in the English version. This reflects a cultural tendency towards formality in business communications. The absence of direct equivalents to the casual expressions in English underscores a linguistic and cultural difference in business discourse.

Example 2: **Presentation Feedback Comment**

English: *Great job on the presentation, but let's deep dive into the data next time. We need to drill down on those numbers to really convince our stakeholders.”*

Uzbek (Translated): *Taqdimot uchun ajoyib ish, lekin kelgusi safar ma'lumotlarni chuqurroq o'rganaylik. Ishonch hosil qilish uchun o'sha raqamlarni batafsil ko'rib chiqishimiz kerak.”*

The jargon terms like “deep dive” and “drill down” are common in business English to indicate a thorough analysis. While these terms are widely understood in many English-speaking

business environments, they can be seen as substandard due to their vague nature and overuse, potentially confusing non-native speakers or those unfamiliar with business colloquialisms.

The Uzbek version translates these terms into more formal and clear language (“*chuqurroq o‘rganaylik*” means “let’s study in more depth” and “*batafsil ko‘rib chiqishimiz kerak*” translates to “we need to examine the numbers in detail”). This reflects a preference for explicitness and clarity over the use of trendy business jargon. The choice of words suggests a cultural and linguistic preference for directness and thoroughness without relying on idiomatic expressions. These examples and analyses illustrate how substandard vocabulary encompassing jargon and informal language, manifests differently in English and Uzbek business communications. The English examples show a tendency towards casualness and the use of jargon, which can affect the perceived professionalism and clarity of messages. In contrast, the Uzbek examples reflect a cultural and linguistic inclination towards formality and explicitness, avoiding the pitfalls of vagueness associated with substandard vocabulary.

Example 1: Email Communication on Meeting Preparation

Uzbek: *“Salom, barchaga. Ertangi yig‘ilish uchun hamma tayyorgarlikni ko‘rib chiqsin. Kerakli hujjatlarni to‘plang va savollaringizni tayyorlang. Uchrashuvda ko‘rishguncha.”*

Formal English Translation: *“Hello, everyone. Please review the preparation for tomorrow’s meeting. Gather the necessary documents and prepare your questions. See you at the meeting.”*

The Uzbek version uses a direct and formal tone common in professional Uzbek communications. Phrases like “*Kerakli hujjatlarni to‘plang*” (Gather the necessary documents) and “*savollaringizni tayyorlang*” (prepare your questions) demonstrate a straightforward approach without the use of jargon or overly casual language. This reflects a cultural preference for clarity and formality in professional settings. The translation into English maintains this tone, emphasizing the universality of clear, jargon-free communication in facilitating effective business meetings. This example illustrates the importance of directness and professionalism in internal business communications, potentially increasing efficiency and reducing misunderstandings.

Informal Translation: *“Hey folks, let’s make sure we’re all on the same page for tomorrow’s meet-up. Grab those must-have docs and whip up any questions you’ve got. Catch ya at the meet!”*

The formal translations adhere to professional standards, ensuring clarity and maintaining a respectful tone. Such translations are suitable for official business communications where maintaining professionalism is key. They demonstrate how to convey requests and feedback clearly and succinctly without the use of slang or overly casual language.

The informal translations, on the other hand, employ substandard vocabulary to create a more relaxed and engaging tone. Phrases like “let’s make sure we’re all on the same page”, “whip up any questions”, “catch ya at the meet”, “deeper dive into the whole analysis thing”, and “jazzing it up with some nitty-gritty” bring colour and a sense of camaraderie to the communication. While this approach can make the message livelier and more approachable, it risks undermining the seriousness of the business context, especially in cultures or situations where formality is valued or expected.

This comparison highlights the importance of audience and context in choosing the appropriate tone for business communication. While informal language can foster a friendly

atmosphere, it’s crucial to use it judiciously, ensuring it aligns with the expectations of the recipients and the norms of the business environment.

Example 2: Feedback on a Business Proposal

Uzbek Version: *“Taqrizingiz uchun rahmat, lekin loyiha taklifingizda ko‘proq tahlil ko‘rishni xohlar edik. Bozor tahlili va moliyaviy prognozlarini batafsilroq kiritishingiz mumkin.”*

Formal English Translation: *“Thank you for your submission. However, we would appreciate seeing more analysis in your project proposal. It would be beneficial if you could include a more detailed market analysis and financial forecasts.”*

Informal Translation: *“Thanks for dropping that proposal our way. But hey, we were kinda hoping for a deeper dive into the whole analysis thing. How about jazzing it up with some nitty-gritty on-market vibes and money talk?”*

Uzbek exemplifies a respectful yet critical response that lacks substandard vocabulary. The use of phrases like “ko‘proq tahlil ko‘rishni xohlar edik” (we would have liked to see more analysis) and “batafsilroq kiritishingiz mumkin” (you could include more detailed) suggests a constructive approach, encouraging more comprehensive work without resorting to informal language or jargon. The English translation mirrors this sentiment, showcasing how feedback can be effectively communicated across languages while maintaining professionalism. This example underscores the academic point that effective feedback in business discourse should be clear, constructive, and free of substandard vocabulary to foster improvement and understanding.

As Xian Wang mentioned that business speeches are an important form of business communication which present products and services to an audience through voice, gestures, and images [6]. For businesses operating in the global arena, adapting communication strategies to align with cultural expectations is not merely beneficial; it is imperative for fostering mutual understanding and respect.

Conclusion (Xulosa). In conclusion, the comparative analysis of substandard vocabulary in English and Uzbek business discourse provides valuable insights into the dynamics of professional communication across cultures. It calls for a heightened awareness among business professionals of the language they choose to use and a continuous effort to adapt their communication strategies to suit diverse cultural contexts. By pursuing further research in this area, scholars and practitioners can contribute to more effective and respectful global business practices.

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