



Navigating challenges in business English communication

Gulnora Siyaeva

*PhD, Associate Professor, The Department of
Teaching Foreign Languages at The Tashkent State
University of Economics*

Annotatsiya

Business English plays an important role in modern economic and commercial relations. Effective organization of educational methods and strategies related to this area requires teachers to know the exact approach and specific requirements. This article presented the basic requirements used in teaching business English and their analysis of the basic scientific literature.

Kalit soʻzlar:

Business, English, methodological approach, didactics, strategy, demand.

Due to the acceleration of the globalization process, the importance of the English language in the business world is growing. Today, in order for future economists to communicate effectively with international partners, business English is required to be fluent. Therefore, certain methodological approaches and didactic requirements are important in the teaching of Business English. Literature analysis. Studies (Hutchinson & Waters, Dudley-Evans & St. John shows that in order for business to communicate effectively in English, the language learning process must be adapted to the real business environment. For this reason, the emphasis is on preparing students in accordance with business situations. As Ellis and Johnson point out, the materials used in teaching business English should fit the specific field. These requirements include negotiating in English, Commercial correspondence, presentations, and studying business meetings. According to Long and Richards studies, results are more effective if the learning process is based on practical exercises and interactive lessons. Case study, role-playing games and simulations are important tools in achieving this goal. Belcher emphasizes the need for in-depth study of student needs when teaching business English. Developing a program suitable for each student's professional orientation and tasks in the business environment is the key to successful training. Research methods and results: during the writing of the article, theoretical deductive inference, analysis and synthesis, logical principles were used, and the ideas in Qui business were taken as the main requirements for teaching English:

1. Teaching special vocabulary and terminology. Business English has its own terminology and expressions in contrast to General English. Therefore, students should be taught basic terms related to finance, management, marketing, negotiation and document writing. Increasing vocabulary wealth through context-based exercises and practical examples is one effective method in the teaching process.

2. The use of educational materials corresponding to the real business environment. For effective teaching of Business English, it is recommended to work with real-life business documents, E-letters, commercial contracts, presentations and reports. In addition, through video lessons, podcasts and interactive platforms, students are given the opportunity to understand and participate in real business communication.

3. Development of business communication skills. In a business environment, communication is carried out not only in writing, but also in the form of oral speech. Therefore, in business English classes, it is necessary to conduct special classes for negotiations, presentations, telephone conversations and collective meetings. This will help improve the fluency and accuracy of student speech.

4. Taking into account cultural differences. In order to communicate effectively in international business relations, it is important to understand different cultural contexts. The teaching process requires a focus on topics such as business etiquette, communication styles in different countries, and cultural sensitivity. This serves to prevent misunderstandings and facilitate effective communication.

5. Practical training and the use of role-playing games. It is very important to carry out practical training along with theoretical knowledge. Students' exploration of business meetings, negotiations, or conversations with the client through role-playing games increases their practical experience and strengthens their trust. Conclusion. Practical training and the use of role-playing games. It is very important to carry out practical training along with theoretical knowledge. Students' exploration of business meetings, negotiations, or conversations with the client through role-playing games increases their practical experience and strengthens their trust. Conclusion. In order to achieve an effective result in teaching business English, it is necessary to focus on teaching special terminology, working with real business documents, developing communication skills, taking into account cultural differences and practical training. Through these approaches, students will be able to effectively use English in the business sector, and it will be easier for them to succeed in international cooperation.

From the beginning of the development of the English language as an instrument of international relations and communication, the colonial system of the British Empire takes place. In the 18th and early 19th centuries, Britain established colonies in many areas of the world and introduced English as a means of governance and communication in those areas. Where the empire spread, English became a staple in education, politics, and economics-so that English began to spread globally and was used as the primary language of communication between different peoples. Later, in the 20th century, the global economic, political, and technological leadership role of the United States further enhanced the international influence of the English language. The industrial and economic power of the United States, its culture spread around the world and its high position in the development of new technologies strengthened the worldwide position of the English language. Given the role of the United States in

international relations, English is associated with economically and politically important phenomena in different parts of the world, and is primarily used in international conferences, economic and political negotiations. In science and technology, English once again took the lead. A large proportion of international scientific journals and articles are published in English, which plays an important role in the dissemination of scientific research and technology around the world. English is used as the main tool in the activities of programming languages, technological products and global technological companies. The importance of the English language in the fields of technology and science, at the same time, contributes to the rapid spread of new scientific ideas and innovations. For example, global technology companies, as well as scientific centers that develop advanced technological advances, perceive English as the main tool in their activities.

Another important factor in the spread of the English language around the world is cultural influence. Hollywood films, the international music industry, and English-language literature have contributed significantly to the growing popularity of the language. Hollywood cinema is exported to many countries, and these films have a great place in the formation of global culture. English-language music and literature were also widely available worldwide and provided a strong foundation for international cultural ties. With the cultural influence of the English language, dialogue and exchanges between several international art networks, including music, film and literature, improved, strengthening the language's global position.

As a result of these factors, English has become an integral part of International Communication and cooperation in today's global world. The spread of English as a language, its role in leadership in areas such as international diplomacy, business, education and Science, defines it as the basis of global engagement and dialogue. As a result of the universal status and prevalence of English, this language is considered as a necessary skill not only for international relations, but also for each individual. Worldwide, the demand for the study and use of English is growing even more, which makes it the most basic tool for communication and communication in the modern world.

English has become the most important medium in international relations, communication and cooperation today. Its importance in various fields is expanding and is being used as the main language of communication in several fields. The role of the English language in the following areas is most noticeable:

English has an important place in education and science. Many universities around the world offer English-language teaching programs. This, in particular, makes it possible for international students to receive education. For example, The Tashkent State University of Oriental Studies offers courses in English aimed at international students. Through these programs, students are educated in English and make it possible to join the global scientific community. Academic materials, books and articles in English have become an integral part of modern education. In addition, scientific conferences and symposia are often held in English. English serves as the primary medium for discussing international scientific research and innovation. In this way, English makes it possible to become part of the world scientific community not only in the educational process, but also through scientific research and lectures.

English also occupies a central place in the field of business and economics. Leading companies around the world, such as Google, Amazon, Microsoft and other tech giants, conduct their activities in English. These companies use English as the main means of communication in their internal and external contacts. International contracts, business meetings and negotiations are often held in English. English has become a necessary tool for developing economic cooperation, expanding trade and investment between different countries. Global relations between companies and organizations, as well as processes for attracting international investments, are carried out in English.

English is also of great importance in the fields of technology and the internet. Much of the Internet content is available in English. This makes learning English necessary for anyone interested in technology and computer science. For example, most computer programming languages are English-based, requiring programmers and technology professionals to have excellent knowledge of English. Also, the largest sites on the internet, online resources, and knowledge base are available in English, which once again solidifies the language's role as a technological and scientific communication tool.

English is a necessary tool for global Communication not only in education, science, business and economics, but also in technology and the internet, and its role is growing even more. In today's global world, English has become an integral part of international relations and cooperation, becoming the most important tool for communication and work around the world.

Knowledge of English not only makes it possible to get acquainted with global contacts and cultures, but also offers a number of advantages in personal and professional areas. The following advantages reveal important aspects of learning English, so that people who are fluent in English will be able to work in more international organizations, companies and diplomatic missions. Currently, many global companies and organizations conduct their activities in English. Therefore, knowledge of English is a necessary skill not only to find jobs, but also to achieve high positions. Learners, scientific workers and professionals need to be fluent in English to become leaders in their fields.

By learning English, a person opens up new opportunities for self-development. An opportunity will be created to get acquainted with the culture, literature, art and technologies of the world. By reading and understanding English-language works, scientific articles, classical literature, and modern technology, one expands one's own worldview. This leads not only to intellectual development, but also to success in common life.

English makes travel easier. In many parts of the world, English is used as a universal means of communication. When traveling, it is much easier to know English, ask for ways in unfamiliar places, get information, ask for help in the event of a problem and carry out other tourist activities. The ease of communication in English makes travelers able to communicate in a timely and intimate way.

Knowledge of English not only provides success in the professional field, but also provides an opportunity for personal development and cultural experience. Through this language, humans can not only increase knowledge in their fields, but

also learn World Cultures, science and technology. Also, English offers the opportunity to communicate easily while traveling and in international contacts, making it possible to communicate better with other cultures and be successful in the global world. For this reason, English currently remains one of the most important tools in the global world. By learning the language, humans are able to become part of global communication and expand their capabilities.

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