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MEANS OF EXPRESSING A REQUEST IN BUSINESS DISCOURSE OF ENGLISH AND UZBEK LANGUAGES

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Abstract:	Keywords
This research paper examines the means of expressing requests in the business discourse of English and Uzbek languages. It provides a comparative study of the two languages by examining linguistic structures, pragmatic approaches, and theoretical frameworks. With the help of examples and pertinent literature, the study emphasizes how language and culture affect how requests are made.	Businesss discourse, request, positive politeness, negative politeness.

Introduction

Due to the development of international communication in the modern world, there is a need for linguistic study of business communication problems. According to research, business discourse occupies an important place among various types of communication.

Business discourse is closely related to the business sphere: it describes business realities, processes and phenomena occurring in business, the interaction of participants in business communications [5; p.93], etc. In other words, business discourse is both a set of texts united by business topics and the verbalization of business communication.

It should be noted that any discourse, in particular business discourse, is characterized by the use of not only special vocabulary, but also discursive formulas special linguistics, functionally determined speech patterns that are characteristic of communication in a particular social institution (in this case, the institute of business) [1, p. 10]. This method is in line with functional linguistics, which emphasizes how language can be used contextually to accomplish goals.

English-language business discourse is now the most popular area of research. At the end of the 20th century, discursive theory became widely used in the humanities. This led to a linguistic turn, as a result of which language began to be considered as the main factor of social processes and changes, it began to play a key role in research, and it ceased to be perceived (as previously in linguistics) as an isolated system devoid of a social aspect. The real and relevant oral and written discourse, its social and pragmatic aspects began to be investigated.

Research on the Uzbek language in the context of business discourse is also beginning to gain relevance, although its scale is still significantly inferior to English-language research.

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Business discourse has been influenced by various fields and disciplines, including discourse analysis, speech analysis, interaction pragmatics, ethnography, genre theory, and organizational communication. The history of business discourse as a separate field of research began in the late 1980s, when linguists realized the importance of the role of language in business activities. In the 1990s, the problem of defining the field of business linguistics research, as well as its approaches and methodology, was raised.

Business discourse, as already noted, is not necessarily strict and formal. given that business is now becoming an increasingly broad concept, and the people involved in it do not limit themselves to the framework of official business discourse, business discourse may contain means of linguistic expression and even expression; business discourse can also be intertextual [4, p. 96].

Requests are an essential component of business communication, where it is crucial to be courteous, clear, and culturally relevant. Effective cross-cultural communication requires an understanding of how requests are phrased in Uzbek and English. Despite its increasing significance in the economic landscape of Central Asia, little research has been done on Uzbek, whereas English is extensively studied in the context of business discourse.

The politeness theory of Brown and Levinson serves as a basis for comprehending requests. Requests can jeopardize the addressee's "*positive face*" (desire for appreciation) and "*negative face*" (desire for autonomy), according to the theory. Among the tactics to lessen this threat are [2]:

Positive Politeness: Stressing unity and common objectives.

In English: "*I'd really appreciate your help with this*".

In Uzbek: "*Sizning yordamingiz juda kerak bo'lardi*".

Negative Politeness: Reducing imposition by using formal frameworks, edging, and indirectness.

In English: "*Would it be possible for you to assist me*?"

In Uzbek: "*Agar imkoningiz bo'lsa, yordamingiz kerak edi*"

According to Wierzbicka, demands are shaped by cultural norms. While Uzbek tends toward civility and upholding societal peace, English frequently places a higher value on efficiency and clarity [3]. Requests are crucial for delegation, negotiation, and cooperation in commercial and professional contexts. In English business discourse, demands are frequently formulated with efficiency, subtlety, and clarity as top priorities. Gaining knowledge of the linguistic processes underlying these demands helps one develop efficient communication techniques, which are essential in international business settings.

Depending on the level of formality, politeness, and directness needed, requests in English can be stated in a variety of ways due to its linguistic richness.

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Direct requests

These are simple and frequently employ imperative forms. Adding politeness indicators like please or kindly can soften their tone, even though they could come across as brusque.

Examples:

- *Please, send me the documents.*
- *Kindly, review the attached report.*

Indirect requests

In formal or hierarchical contexts, indirect forms are preferable because they are more courteous. They frequently employ interrogative phrases or modal verbs.

Examples:

- *Could you provide the report by Monday?*
- *Would it be possible to reschedule the meeting?*

Hinting Requests

They depend on context for interpretation and are quite indirect. The request could be implied by the speaker without being stated directly.

Examples:

Examples:

- *It would be great to have those figures by tomorrow.*
- *I was hoping you could handle this task.*

As a reflection of Uzbek linguistic and cultural standards, requests are an essential part of professional communication in Uzbek business discourse. Uzbek business contacts place a strong emphasis on being courteous and subtle when making requests because of their collectivist culture, which is firmly anchored in respect for hierarchy, interpersonal harmony, and civility.

Several linguistic and pragmatic characteristics that conform to cultural norms define requests in Uzbek business discourse:

Politeness and Formality

To soften the tone of a request, politeness markers like "*Rahmat*" (*thank you*), "*hurmat bilan*" (*with respect*), and "*iltimos*" (*please*) are frequently employed.

Examples:

- *Iltimos, hujjatlarni kechga qadar taqdim qilsangiz.*
- *(Please, submit the documents by the evening).*

Indirectness and conditional phrasing

Requests are sometimes phrased as conditional or hypothetical statements to avoid being too direct or overbearing.

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Examples:

- *Agar imkoningiz bo'lsa, uchrashuvni o'tkazsak bo'ladimi?*

  - (*If you have the opportunity, can we arrange the meeting*?)

In conclusion, the results imply that although universal ideals like professionalism and civility form the basis of making requests, how these values are applied is influenced by cultural norms. Successful cross-cultural communication requires an understanding of these distinctions, particularly in globalized corporate settings where professional collaboration between Uzbek and English speakers is becoming more and more prevalent. Communicators can promote mutual respect, trust, and increased efficacy in business relationships by understanding and adjusting to these cultural quirks.

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