

## THE STYLISTIC ASPECT OF ENGLISH BUSINESS CORRESPONDENCE

**Yusubjanova Feruza Qurbonovna**

*Senior teacher*

**Murodova Shahnoza Adhamjon qizi**

*Master's degree student*

**Annotation:** *In this article, you will be acquainted with an English language business letter in the stylistic aspect. The basic requirements for writing a business letter and the stylistic norms of business correspondence are considered.*

**Key words:** *business letter, business correspondence, official letter, business letter style, communicative structure, expression styles, communication style, lexical means.*

In recent decades, in connection with the progressive development of business cooperation with representatives of international business, attention has increased to business written communication, since a significant part of communication in the professional sphere is carried out in writing. The purpose of the article is to analyze the stylistic aspect of business communication, namely, business (English) writing, as an important component of the analysis of this type of documentation, has a number of features related to the communicative tasks they perform. Recently, the works of many domestic and foreign linguists such as N.F. Boriska, I.O. Derkach, G.M. Katsavets, T.A. Kresanova, M. Matusek, L.I. Matsko, L.M. Ponomar, I. I. Sushchinsky, A. N. Padalko, I. E. Shargay, S. V. Shevchuk, A. Khering, and for the border venimy R. Šilhánová, W. Menzel, M. Kuhn.

A business letter is any written message addressed to one or more recipients within a business communication. There are two main types of official correspondence:

*a) official correspondence between government agencies of different countries, foreign missions and their officials (notes, memorandums, memory media), this type of correspondence is used mainly in diplomatic practice;*

*b) business (commercial) letters, have a semi-official character and are widely practiced when organizing business contacts between firms, organizations, etc. [1]*

The official business style serves legislation, administrative and economic activities and other areas of life related to office work and documentation. The notable features of this style include a high degree of standardization of linguistic means, an expressive logic of presentation, an almost complete absence of emotionality and figurativeness, and the widespread use of impersonal and command forms. [2] Vocabulary is mostly neutral, used in its direct meaning. Special terminology is used and specific syntactic constructions, in particular clichés, are used. For a clearer



organization of the text, a division into paragraphs, paragraphs, subparagraphs are introduced. The most typical sentences for this style are simple common ones. Of course, complex sentences are also used with a coordinative and contractual connection, with isolated turns, with plug-in and plug-in constructions [3]. Official letters differ from private letters mainly in the content or subject, purpose, relationship between the author and the recipient of the letter: the least for two correspondence partners in the content of the letter is the further essence of official or commercial transactions. At the same time, there are of course also transitional forms and cases in which business partners who usually address themselves as [*you*] use the polite form of address that exists for addressing in institutions or between partners who do not know each other or are facing each other in different social hierarchies. [4] The official business style is characterized by the standardization of language means, the logical presentation of information, there is practically no emotionality and imagery. It is used mainly impersonal sentences, command forms. Vocabulary is used mostly neutral in the literal sense. The most typical sentences for this style are simple common ones. Usually used in the official business style of communication, and complex sentences, infinitive constructions and participial constructions are used.

W. Mentz and Cugno also consider a business letter in the private sphere, in which individuals apply to government agencies, services, unions, banks or enterprises, and purely business letters, namely business correspondence between business partners Business letters represent a special form of official text and in the counterweight to private letters is determined by an additional standard form of language and content. [5]

A business letter is a grammatically designed and semantically complete type of text, has a special communicative structure and is endowed with documentary power. The communicative tasks solved with the help of a business letter include: establishing partnerships, creating an atmosphere of trust and cooperation between partners in order to solve complex and controversial problems that arise in the process of business communication. Thus, writing a business letter requires a certain competence, which should be based primarily on a deep understanding of the stylistic and pragmatic features of this genre. [6]

A business letter is basically a business card of a company. The first impression is predominantly decisive. The style of communication should be polite and formal, for each case you need to choose a different one. It is optimal if business correspondence is perceived as a dialogue. [7] Language expressions that are not used in conversation are also not used when writing a business letter. For example, we don't end a business letter with [*I hope to have served you with this*]. Or also [*Looking forward to your reply*]

The stylization of an English language business letter poses the following requirements:



- you can't write the way you speak. You need to write only the necessary words and short sentences;
- each English expression when translated is not always translated verbatim and in the appropriate number of words, for example: *I will sell - to sell*;
- you do not need to use words whose meaning you do not know;
- words typical for news and atypical should be avoided;
- no complex words, only simple expressions are allowed;
- no [I]and [we] forms [*thanks a lot for...*] instead of [*we thank you for...*].
- degrees of comparison [*very, full and quite*), prepositions [*on behalf of, in order to*] cannot be used. [8]

After analyzing business letters, English business partners send to companies, traces several mistakes in the stylistic design of the letter:

- ❖ use of words from a different functional style;
- ❖ expressions are inaccurate;
- ❖ repetition of single-root words;
- ❖ an illogical combination;
- ❖ name order in genets;

The Grammatical analysis showed that in business letters the present tense dominates, the active state is more often used, infinitive constructions are more common, mainly contractual additional and conditions are found.

So, a special form of official text is a business letter, which is characterized by informativeness, standardization, objectivity, convention, neutrality of lexical means, the use of established clichés and terminology, obligatory observance of the form and clarity of logical presentation, structuredness, which contribute to the performance of the functions of business correspondence. A business letter occupies such stylistic properties as semantic and logical integrity, coherence and completeness, informative significance. In addition, a business letter has such specific features as: 1) objectivity; 2) instrumentality; 3) pragmatism; 4) convention. The stylistic basis of business correspondence is standardization, which is fixed lexico-phraseologically and syntactically. Above These stylistic features of a business letter ensure the creation of the necessary communicative and pragmatic effect, the achievement of the purpose of the letter.

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