



## THE ROLE OF FOREIGN LANGUAGES IN BUSINESS

**Soliyeva Zarina Botirovna**

*Teacher of Samarkand State of Foreign Languages*

**Mehmonova Feruza**

*Student of Samarkand State Institute of Foreign Languages*

**Abstract:** *This article provides guidance on learning foreign languages that have several instructions and examples. In this section, we'll talk about ways to become bilingual or multilingual, as well as the benefits of learning new languages for improving our quality of life.*

**Keywords:** *multilingual and bilingual, customers, market, long-term relationships, communication, exterior and interior socializings, and external languages.*

Language is a vital tool which we utilize to convey with other individuals in our daily life and working lifestyle. External languages are also significant and play essential roles in business administration. In business administration, foreign languages plays several roles like exterior and interior socializings, having a chance to get a good job and a role as means to understand other cultures. Communication starts early in life as a children's cry is a basic way to express its needs. As child grow, their communication becomes more complex. In the business world, effective communication is crucial for delivering messages and speaking clearly to others. In the opinion of others, for any business looking to enter international markets, understanding and speaking the local language is key to breaking down barrier. And also companies can not rely on it when engaging with non-English speaking markets. Speaking the language allows businesses to tailor their marketing strategies, understand consumer behavior and navigate local regulations more easily. A good example would be, United States based technology company expanding into Germany would be benefit from German-speakers to communicate effectively with local distributors, customers and authorities. Scientific evidence shows that, this ability to speak the local language fosters trust and credibility and partners that business is committed to long-term relationships rather than profits. Other times offering multilingual may support not only helps resolve customer inquiries more efficiently but also creates a more personalized and welcoming experience which in turn builds customer loyalty. An online retail business might considered that offering customers can support in languages like Spanish,Italian,Chinese and French and as a result of company can cater to a much wider audience. Experts suggest that, this type of customer-centered approach can significantly enhance customer satisfaction and increase sales. English scientists propose that, being multilingual opens up more opportunities. As a case in point, being able to speak their language gives a significant advantage, as it may allows for direct communication without need for translators and also reducing the risk of misunderstandings. Furthermore, native speakers may utilize



idioms, collocations, phrases verbs, and informal vocabularies. The meaning of idioms, informal vocabularies or collocations can not be figured out just by looking at the words separately. One example of this, "Have it your way " or "Go for broke ".

According to the companies, institutions with global operations often seek out multilingual or bilingual staff to manage offices abroad or oversees global projects. Authorities believe that mastering a foreign language not only enhances employability but also opens up opportunities for career growth in an increasingly global workforce. In addition, language skills can help companies better understand contract terms and logistics, ensuring smoother business operations.

In the global business landscape, language proficiency is no longer just an added advantage - it's becoming a necessity. Being multilingual capabilities may improve customer services and fostering cultural understandings. The general belief is that businesses not only enhance their operational effectiveness but also strengthen their ability to build meaningful relationships with international clients, partners and colleagues.

Languages are which is a key unlocking global opportunities.

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