

## COMMUNICATION CULTURE IN ECONOMICS.

*Yo 'ldoshxo 'jayev Sarvar Baxromxo 'jayeovich*

*Student of 10-24 group at faculty "Economics"*

*At the Tashkent Branch of the Federal State Budgetary Higher Education*

*Institution "National Research University MEI"*

*Amanova Nodirabegim Furkatovna*

*Lecturer of English Languages of "Social and Humanitarian Sciences and*

*Economics" at the Tashkent Branch of the Federal State Budgetary Higher*

*Education Institution "National Research University MEI"*

### **Annotation.**

Communication culture plays a crucial role in the functioning and development of modern economic systems. It encompasses the norms, values, ethical principles, and communicative competencies that govern interactions among economic actors, including individuals, organizations, and institutions. In the field of economics, effective communication culture facilitates informed decision-making, coordination of economic activities, conflict resolution, and the establishment of trust between stakeholders. With the globalization of markets and the digital transformation of economic processes, communication culture has become increasingly significant in cross-cultural negotiations, corporate governance, financial management, and public economic policy. This study examines the concept of communication culture in economics, its key components, and its impact on economic efficiency and sustainable development. Emphasis is placed on professional communication skills, ethical standards, and intercultural competence as essential elements for successful economic interaction in a rapidly changing global environment.

**Keywords:** communication culture, economics, professional communication, economic interaction, ethical standards, intercultural competence, globalization.

## **Introduction.**

Effective communication culture is a key factor in economic efficiency and organizational success. It ensures accurate exchange of economic information. Reduction of misunderstandings and transaction costs; trust building between market participants; improvement of negotiation outcomes; enhancement of corporate reputation and social responsibility. Inadequate communication culture can lead to conflicts, financial losses, poor management decisions, and weakened institutional credibility. Communication culture in economics is an essential element of effective economic interaction and decision-making. It represents a set of norms, values, ethical principles, and communication skills that regulate relationships between participants in economic processes, including individuals, organizations, and public institutions. In modern economic systems, communication is not limited to the exchange of information but also plays a decisive role in shaping trust, coordinating activities, and ensuring mutual understanding among stakeholders.

A well-developed communication culture contributes to economic efficiency by reducing misunderstandings, minimizing transaction costs, and improving the quality of managerial and financial decisions. Clear and accurate communication allows economic actors to interpret market signals correctly, negotiate successfully, and respond promptly to changes in the economic environment. Conversely, poor communication culture can lead to conflicts, misinformation, and ineffective management, ultimately negatively affecting economic performance.

Ethical standards form a fundamental part of communication culture in economics. Honesty, transparency, responsibility, and respect are particularly important in areas such as business negotiations, financial reporting, marketing,

and public economic policy. Ethical communication strengthens institutional credibility and fosters long-term cooperation between economic partners. In this context, communication culture serves as a moral framework that supports fair competition and social responsibility. In the conditions of globalization, intercultural communication has become increasingly important. Economic cooperation often involves interaction between representatives of different cultural, linguistic, and social backgrounds. A high level of intercultural competence helps prevent misunderstandings, facilitates international trade and investment, and enhances the effectiveness of global economic relations.

Communication culture thus becomes a key factor in integrating national economies into the global market. The digital transformation of the economy has also significantly influenced communication culture. The widespread use of digital platforms, online communication tools, and electronic documentation requires new competencies, including digital literacy, information security awareness, and the ability to communicate concisely and clearly in virtual environments. Digital communication culture has become an important resource for economic development and innovation. Overall, communication culture in economics is a strategic component of sustainable economic development. It ensures effective interaction between economic agents, supports ethical behavior, and enhances trust within society. In a rapidly changing global and digital economic environment, the development of communication culture remains a critical task for economists, managers, and policymakers.

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