

SPEECH CULTURE IN ECONOMIC COMMUNICATION.

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Annotation.

Speech culture is a key component of effective economic communication. It ensures clarity, accuracy, and politeness in professional interactions. In economics, correct language use and proper terminology help avoid misunderstandings, improve cooperation, and build trust between partners. The development of speech culture contributes to professionalism and successful business communication.

Keywords: speech culture, economic communication, business language, professional communication, economic terminology, business interaction.

Introduction.

Speech culture plays an important role in economic communication. It includes the ability to speak and write clearly, correctly, and politely in professional situations. In the field of economics, effective communication is essential for successful cooperation, decision-making, and business development. Economic communication takes place in meetings, negotiations, reports, contracts, and business correspondence. The correct use of economic terminology helps avoid misunderstandings and errors. Clear and structured speech allows participants to exchange information efficiently and reach mutual agreements.

Politeness and respect are also key elements of speech culture. A professional tone builds trust between partners and improves the quality of economic relations. Therefore, good speech culture is a necessary skill for specialists working in economics and business. Speech culture plays a very important role in economic communication. It includes the ability to use language correctly, clearly, and politely in professional and business situations. In the field of economics, effective communication helps specialists exchange information, make correct decisions, and achieve successful cooperation. Speech culture is an important part of economic communication.

It means the ability to speak and write clearly, correctly, and politely in professional situations. In economics, good communication helps people understand information, make decisions, and work effectively together. Economic communication is used in meetings, negotiations, business letters, reports, and contracts. The correct use of economic terms is very important because it helps avoid mistakes and misunderstandings. Clear and logical speech makes communication more effective and professional.

Politeness and respect are key elements of speech culture. A correct tone of speech helps build trust between business partners and creates a positive professional image. Therefore, speech culture plays a significant role in successful economic and business communication. Economic communication takes place in various forms, such as business meetings, negotiations, reports, contracts, and official correspondence. In all these situations, correct speech and writing are necessary. The use of appropriate economic terminology allows participants to express their ideas accurately and avoid misunderstandings.

Another important aspect of speech culture is politeness and respect. A professional tone of communication helps build trust between partners, clients, and colleagues. Clear and well-structured speech also improves the quality of discussions and increases efficiency in economic activities. In addition, speech

culture reflects a person's professional level. Specialists who communicate clearly and correctly create a positive impression and are more successful in their careers. Therefore, developing speech culture is an essential part of training for professionals in economics and business.

An important component of speech culture is the ethical aspect of communication. Politeness, respect, and a professional tone create a positive atmosphere and strengthen trust between business partners. Clear and respectful language also helps resolve conflicts and supports constructive dialogue in economic discussions. Speech culture is closely connected with professional competence. A specialist who speaks and writes correctly demonstrates a high level of education and responsibility. Such communication improves cooperation within organizations and contributes to successful interaction with clients, investors, and international partners. In modern economic conditions, where globalization plays a significant role, speech culture in English has become especially important. English is widely used in international trade, finance, and business communication. Therefore, the development of speech culture in economic communication is an essential requirement for professionals who aim to succeed in the global economic environment. 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.

Literature

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