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INFLUENCE OF BUSINESS TO LANGUAGE

Annotation: This article presents influence of business to languages change . Every manager trying to run a business should understand the significant role that the mother tongue plays in people’s lives. Languages don't limit our ability to perceive the world or to think about the world, rather, they focus our attention, and thought on specific aspects of the world. There are so many more examples of how language influences perception, like with regards to gender and describing events. An old expression says that business is all about relationships, which is true in a certain sense.

Key words: business, language, change, influence, communication, strategy, globalization .

INTRODUCTION

Today we can go one step further by affirming that business is all about communication. We are not talking about classic communication strategies used by companies all over the world. We are saying that the language that companies use when communicating with their clients and associates will have an important impact on their business. How could languages affect your business? Every manager trying to run a business should understand the significant role that the mother tongue plays in people’s lives. It is a real added-value to communicate not only with customers, but also with employees or associates, in their native language. It makes them feel more comfortable and usually helps developing valuable relationships. The way the language is constructed may influence perceptions. The perception of your employees or associates will guide their future behaviors. For instance, it has been demonstrated that the perception of an employee depends on the words the employer will use while assigning him to a task. Two different ways to ask the same question imply two different feelings from the employee’s point of view. Moreover, when the language used is not the native language of the employee, it could also result in unwanted responses. Feelings of being offended, dominated or even adverse reactions, such as complacency and over-confidence, are examples of these unwanted responses. Languages shape the way people feel and think. By speaking the mother tongue of your co-workers and associates, and by constructing your phrases correctly, you will avoid all unexpected reactions from them. It will help you to run your business more efficiently. One of the greatest abilities humans have this — Language. For so long, people have treated words as mere labels for objects, and languages as different ways to string words together to convey thoughts, feelings, and concepts. But language is more than that. Because of it, we can exchange complex thoughts and ideas with one another, whether it be spoken aloud or written in ink. It’s also through language that we’re able to trigger emotions, imagination, and action. Now, of course, there’s no single language spoken around the world. There are more than 7,000 that exist today! And all these languages differ from one another in all kinds of ways; they all have different sounds, vocabularies, and structures. This, now, begs the question: Does language influence the way we think? Many have suggested that it does! It widens our perspective, deepens our knowledge, and changes the way we perceive the world. Language affects business in two different ways. On the one hand, economic globalization does not mean globalization of the languages. It rather means that international companies have to take the language of their foreign clients into account while trying to make them purchase their products or services. The more confident the client is, the higher the chance of purchase. On the other hand, companies could be more efficient by using native languages in their internal communication, and thus avoid unexpected, unwanted or

adverse reactions from their employees and associates, since these reactions could be sand in the wheels of your business. Business communication is in constant flux. As technology evolves and workplaces become more globalized, communication methods and best practices must continuously adapt to meet the changing needs of businesses and its stakeholders. To adapt effectively, business leaders must make clear decisions about how to use new communication tools and which communication initiatives to prioritize. They must also be aware of current trends and understand where business communication is headed. It is essential to thoroughly understand the nuances and aspects of business communication, including its types, methods and best practices. Business communication is a two-way process: It requires both speaking and listening skills, as well as both writing and reading skills. Moreover, it involves both internal and external audiences. Business leaders must understand the needs of transmitting information within their organization, as well as beyond it.

Business communication is essential for conveying clear messaging about the business or organization. It involves setting the right tone, using precise language and being succinct to ensure a message is understood. Topics of discussion can include anything from business strategy and presentation notes, to marketing content creation and project planning. Effective communication impacts every level of a workplace. For example, effective communication techniques can reduce misunderstandings and conflicts, foster a positive work culture and promote innovation.

Effective business communication is necessary for building and maintaining relationships with clients, stakeholders and employees. It can even eliminate misinformation, which can lead to missed opportunities and loss of revenue. As a result of these trends, effective business communication has become more complex and challenging. Businesses must now be able to operate across cultures and adapt their communication style to suit different audiences. They also need to be aware of the potential risks and opportunities that come with working in a globalised marketplace.

In the past, businesses communicating internationally would have to rely on slow and unreliable methods such as telegraph or postal mail. Today, however, with the advent of email, video conferencing and instant messaging, companies can communicate instantly with their counterparts around the world.

Globalization connects businesses to [new markets and customers](#), but it also exposes them to new risks. For example, a company that is based in one country may find itself subject to the laws and regulations of another country if it is doing business there. This can lead to difficulties if the two countries have different legal systems or approaches to business.

It is therefore important for businesses to be aware of the implications of globalisation before they expand into new markets. They need to research the local laws and customs and make sure they are compliant with all relevant regulations. Some simple but very specific changes can save you time and have a tremendous impact on the results you achieve from all your written communications. Here are some key points to remember:

- Make your written communication style very similar to your spoken language.
- Keep all your written messages warm, friendly, natural, sincere and relaxed.
- Communicate with heart and aim to build great relationships with your messages.
- Express yourself in a simple and clear way, with a focus on your reader.
- Use a conversational style when you write, just like you are speaking.
- Write effectively and you will build trust and earn respect with every message you send.

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