

## Description Of Commercial Communication

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### Abstract

Based on the analysis conducted, we can conclude that commercial dialogue is one of the forms of business communication, which also implies the achievement of material benefits associated with the institutions of a market economy.

**Keywords:** commercial communication, business communication, market economy, official communication, presentation.

Business communication is carried out in a professional sphere, reflects the orientation of communicants towards achieving goals of a certain professional significance, encompasses various interactions in the profession, which leads to the formation of various forms of communication. A.M. Sosnovskaya identifies the following forms of business communication<sup>1</sup>:

1. Business conversation is "the desire of one person or group of people to induce another person or group of people to take action through words that will change the situation or establish new relationships between the conversation participants<sup>2</sup>." In its most general form, business conversation is understood as verbal communication between partners, interlocutors.

2. Negotiations are "interrelated processes of developing, exchanging and implementing certain sets of promises (contracts, agreements, agreements, conventions, etc.) that satisfy the main interests of the parties to the agreement"<sup>3</sup>;

"The main means of making coordinated decisions in the process of communication between interested parties"<sup>4</sup>; "A special type of joint activity of two or more people, not related to direct subordination relations, aimed at solving the problems they face"<sup>5</sup>;

3. Press conference - "a meeting of official government representatives (leaders, politicians, government officials, public relations specialists, businessmen, etc.) with representatives of the press, television, radio to provide information on current issues."<sup>6</sup>

4. Press release - "a press release; an informative message that contains news about the organization (possibly a private person) issuing the press release, a statement of its position on any issue, and is transmitted for publication in the media"<sup>7</sup>.  
"There are several types of press releases:  
a) press release announcement - an information message about an upcoming event;

<sup>1</sup>Sosnovskaya A. M. Business communication and negotiations: a textbook. St. Petersburg: SZAGS Publishing House, 2011. - 8 p.; ill. - Pp. 92 - 117

<sup>2</sup> Vlasuk G. V. Business communication: a textbook for the specialty "Human Resources Management". - Moscow: MIIT, 2008. - 68 p. - P. 29

Sosnovskaya A. M. Business communication and negotiations: a textbook. St. Petersburg: SZAGS Publishing House, 2011. - 8 p.; ill. - p. 92

<sup>3</sup>Sosnovskaya A. M. Business communication and negotiations: a textbook. St. Petersburg: SZAGS Publishing House, 2011. - 8 p.; ill. - p. 96

<sup>4</sup>Bolshakov S. N. Business communications: a textbook / S. N. Bolshakov, M. O. Potolokova - St. Petersburg: St. Petersburg state university, philological faculty, 2012. - 137 p. - P. 62

<sup>5</sup>Bolshakov S. N. Business communications: a textbook / S. N. Bolshakov, M. O. Potolokova - St. Petersburg: St. Petersburg state university, philological faculty, 2012. - 137 p. - P. 71

<sup>6</sup> Mandritsa V. M. Business Ethics - Business Communication / V. M. Mandritsa, I. V. Mandritsa. - Rostov-on-Don: RINH, 2005 (AzovPechat LLC). - 227 p. - P. 184

<sup>7</sup>Sosnovskaya A. M. Business communication and negotiations: a textbook. St. Petersburg: SZAGS Publishing House, 2011. - 8 p.; ill. - p. 105

- b) press release news - an information message about an event that has already occurred;
- c) information press release - an information message about a current, unfinished event;
- d) backgrounder - "informational PR material for mass media reflecting the organization, its profile, products and services, history of creation, development, etc." <sup>8</sup>;
- f) fact sheet - information material for the press containing information about the organization, its products and services. Unlike the backgrounder, it may contain information about the organization's management, areas of activity, statistical data, etc. A fact sheet is usually prepared for publications that work in the field in which the organization directly produces products or provides services.

5. Briefing - a short informative message, usually provided by an official person: a government representative, commercial organizations, international organizations, etc., to inform about important events, negotiations, conferences, achieved results, etc.

6. Business meeting - "held by the first person or a specialist replacing him to discuss the organization of production, management of the company, and marketing activities" <sup>9</sup>;

7. Presentation - "presenting your capabilities, product, or company to partners, clients, investors, or consumers in order to reach a desired decision (action) <sup>10</sup>. "

Of course, business communication is not limited to these forms. Business, business letters, documents, etc., which may accompany business conversations, negotiations, etc., can be distinguished into

a separate type of communication. It is worth noting that business communication can have various forms of its implementation, it covers a wide range of situations associated with the achievement of professionally important values, is characterized by high variability, can be carried out orally and in writing, can be aimed at performing certain functions, which significantly complicates the process of studying business speech.

The form of business communication and communicative intentions determine the specific features of the formation of commercial discourse. In addition, other communicative factors also influence the formation of commercial discourse. V.A. Zhelamskaya names the following as such factors <sup>11</sup>:

- 1) the nature of the addressee(s), primarily the criteria for the accuracy/inaccuracy of the address; the number of recipients:
  - a) a specific addressee (a specific person or group of persons): in this case, the communication is directed to a specific person or group of persons, including the use of several terms reflecting the attention paid to them;
  - b) unspecified addressee: if there is no known addressee, the communication assumes a large number of addressees, all the employees of the organizations, all the participants of the communication are expected to be affected by it.
- 2) Nature of addressee(s):
  - a) the addressee is a specific individual: in this case, the communication is conducted in the 1st person in the unit. The communication is maximally personal in nature, distinguishing it from all other business communications. In some cases,

<sup>8</sup>Sosnovskaya A. M. Business communication and negotiations: a textbook. St. Petersburg: SZAGS Publishing House, 2011. - 8 p.; ill. - p. 106

<sup>9</sup>Sosnovskaya A. M. Business communication and negotiations: a textbook. St. Petersburg: SZAGS Publishing House, 2011. - 8 p.; ill. - p. 106

<sup>10</sup>Sosnovskaya A. M. Business communication and negotiations: a textbook. St. Petersburg: SZAGS Publishing House, 2011. - 8 p.; ill. - p. 111

<sup>11</sup>Zhelamskaya V. A. Linguistic structure of business documentation based on the French and Italian languages: Diss. Cand. Philological Sciences. – Moscow, 2017. – 332 p. – Pp.

the 3rd person in the unit is addressed. Usually, in this case, "the first place is not given to a specific individual, but to a legal entity that he holds in accordance with the position he holds, his rights and authorities"<sup>12</sup>;

b) addressee - a specific organization or group of people: such communication will not be very clear;  
 c) unknown addressee - as a rule, such communication parties to establish legal relations between, any procedures, certain rules and to establish a circle of persons subject to obligations directed.

At the same time, despite the high variability and diversity of manifestations of business communication, it is possible to identify a number of features that allow us to define interactions as commercial. First of all, such features include the sphere of communication - professional, commercial, that is, the fact that it is closely connected with market relations, the economy, with the purpose of making a profit, which determines the specific features of interaction, the formation of important signs and characteristics of communication.

Thus, based on the analysis conducted, we can conclude that commercial communication is one of the forms of business communication, which is a synthesis of the components of the economy, private property rights, and directly business, as well as academic, personal and everyday sub-courses, aimed at solving professional problems that are subordinate to the goal of achieving material benefits associated with the institutions of a market economy. Commercial communication is not a single type, it is distinguished by its variability, diversity of manifestations, which allows us to distinguish several genres, invariants of

commercial discourse, including business conversations, negotiations, press releases, briefings, business meetings, presentations, and others. Commercial communication varies significantly, and the characteristics of their implementation are influenced by a number of factors, including (1) the nature of the addressee; (2) the nature of the addressee; (3) the positional (role) relationships of the communicants; (4) socio-psychological distance between communicants.

### **Foidalanilgan adabietlar**

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<sup>12</sup>Zhelamskaya V. A. Linguistic structure of business documentation based on the French and Italian languages: Diss.